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THE PARADE OF MODERN

Roses

also PERENNIALS AND FRUITS

© J. & P. CO.

Buy
**PLANT
THIS
FALL!**



Pinocchio

**The Most Popular
New Rose for 1943**

(Plant Patent No. 484)

At the 1942 Festival of Roses (*where June 27 was celebrated as Pinocchio Day*) . . . in a hundred test gardens from coast to coast . . . everywhere we hear of the instant popularity of the winsome Pinocchio—newest of the extremely hardy, rugged, prolific, everblooming Floribundas, the Roses of Tomorrow. Read more about Pinocchio on page 6.

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK STATE





Longest-Blooming

HARDY YELLOW CLIMBER

King Midas

(Plant Patent Applied For)

No wonder virtually every plant from last season's crop was gone before April was over! Plenty of big heavy two-year-old plants now maturing for you to plant this fall.

Lovely Hybrid-Tea-like blooms

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it and all it touches into living, limpid, yellow gold. Truly, this blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage. You will treasure King Midas with its modern, high-centered, tight buds and lovely large Hybrid-Tea-like flowers, in clusters of four to six. New this year—another creation of the late Dr. Nicolas and our own department of plant research, there is no other like King Midas; no other color so urgently needed in Modern Climbers.

\$1.50 each; 3 for \$3.75; 12 for \$15.

King Midas

© J. & P. CO.

The Sensational

Everblooming Climbing Rose

Dr. J. H. Nicolas

(Plant Patent No. 457)

© J. & P. CO.

Now is the time to order your plants of this sensational Everblooming Climber. A fine crop of extra-sturdy two-year-old plants is now maturing in our fields for your orders this fall. Also for all who were disappointed by the great demand that exhausted our supply so early last spring. Plant this fall—save a season and be sure of having Dr. Nicolas in your garden next summer.

Magnificently large, very double, deeply fragrant blooms—just like Hybrid Teas. And with the immense wealth of thickly clustered flowers so desired in a Climber. Everblooming all summer long. You'll revel in the June-to-fall display. Of a beautiful deep rose-pink tone with rich, luxuriant, dark green foliage. Sets a new standard of charm wherever height and glorious color are desired. Especially attractive on posts and pillars; alone or among shrubs; on pergolas, lattices or fences. For years Dr. Nicolas' greatest ambition was to create the ideal Everblooming Climber with great double blooms like Hybrid Teas. This flower, named in his honor, is the perfect result. Equally delightful in large or small gardens. Many plants set out last fall are already blooming persistently in the gardens of our customers. As soon as the first flowers fade, new shoots appear—you will revel in them!

Everblooming. . . . immediately after first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again.

Immense. . . . fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, with 50 fine-textured petals.

Clusters. . . . three or four perfect blooms to each long, strong stem.

Long-lasting. . . first flowers remain entrancingly attractive till even last one of cluster is open full.

Fragrance. . . . rich, lovely and enduring.

Hardiness. . . . outstanding in northern N.Y.; extremely hardy all sections.

Pillar. . . . very vigorous, grows 8 to 10 ft. tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Dr. J. H. Nicolas

Fall is an Ideal Time to Plant

Have Earlier, Bigger Blooms and More of Them Next Summer

IN THE last five years there has been a radical change in the gardening habits of those who grow Roses. Leading Rosarians, guided by the scientific study of horticultural colleges, plant research experts, etc., now say fall is an even better time than spring to plant.

The work in our own experimental gardens bears out the claims of the experts; our Dept. of Plant Research thoroughly approves the custom. So do our customers; each fall we receive twice as many orders as the year before.

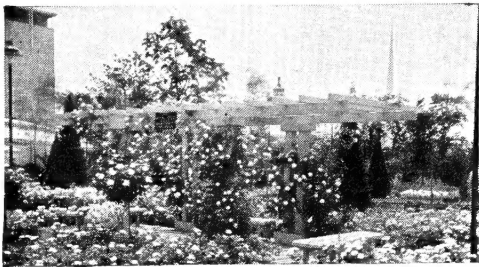
Besides the advantages to the plants themselves, there are many conveniences for you. The soil is mellow, easy to work. You can prepare it whenever and as deeply as you want, then let lay until the plants arrive. Planting this fall saves all that time for other gardening duties next spring. It is easier to plan now as you observe this season's bloom—changes to make, obsolete plants to be replaced, further areas you would like to plant.

Do as Nature Does

Wintering in the ground is Nature's way. J. & P. Roses are shipped at the proper time for planting in your locality; usually during October. We dig the plants when they have completed their seasonal growth and become dormant. You plant in ground still warm from the summer's sun. A fine growth of new rootlets begins and continues into December or until the temperature down in the soil has dropped below 40°.

These rootlets establish the plant, ready to feed the new wood, leaves and flowers from the soil nutrients next spring, supplementing the stored-up energy and reserve in the plant itself. You get more, earlier and finer blooms next summer by planting this fall.

ORDER EARLY! Early orders are shipped first, as the plants are dug. Soon as your order is received, we mail you the J. & P. "Guide to Successful Rose Growing"—how to plant, what to do all year round. For orders under \$10., please send cash with order; if you wish to order C.O.D., send 10% with order. We prepay transportation costs on all cash orders (except Fruits on pages 24, 25).



J. & P. Modern Climbing Roses were a dramatic spectacle at the New York World's Fair.

Special

Modern Climbing Roses

The two outstanding New Roses on page at left and other favorites, at special prices:

Creations of Dr. Nicolas Group #131

Three of the world's finest Climbing Roses, all created in our own department of plant research by Dr. Nicolas: **King Midas** and **Dr. J. H. Nicolas** at left, and **June Morn** described on page 20.

3 Plants, 1 of each (value \$4.50) **\$3.75**

Favorite Four Climbers Group #132

King Midas and **Dr. J. H. Nicolas** at left, also the red **Blaze** and white **Summer Snow** pictured on pages 20 and 21.

4 Plants, 1 of each (value \$5.25) **\$4.35**

The J. & P. Guarantee

J. & P. Modern Roses will thrive in any fertile soil under all climatic conditions in this country, increasing in beauty and profusion year after year. Every Rose plant you receive from us bears the J. & P. waterproof label, symbol of the famous J. & P. guarantee printed at right.

We Protect You Against Winter Loss

Should any J. & P. Rose or other J. & P. plants you set out this fall following our easy, simple directions fail to live and bloom, we will replace prepaid and free of charge.

Victory Garden Harvest Shows Inaugurated Here in Newark

The first of 20,000 Victory Garden Harvest Shows for the Army and Navy Relief Funds was held in Newark. Plan to exhibit in and attend the one in your own city. Below at right are pictures of the main entrance, one of the Rose exhibits, a vegetable exhibit. See also pages 4 and 5.

Gardening in wartime

ALL over America, people are planting. Last spring our supplies of many Modern Roses were sold out long before planting-time arrived. Mr. H. W. Hochbaum of the U. S. Dept. of Agriculture, director of the Victory Garden movement, has expressed gratification with this wider interest in gardening, and the hope our citizens will again increase their plantings in 1943—to make our environments more attractive with flowers as well as to grow vegetables and fruits.

Roses and flowers have their mission—they perfectly symbolize the triumphant faith, courage and determination of a free people and the right to enjoy the beauty, permanence and sacredness of our American homes.

We express our patriotism when our home surroundings contribute to a more attractive community. We foster national morale when we bring the flowers into our homes, offices, hospitals, and give to those without the good fortune to grow their own. He who has a garden knows the calm that comes from working in the soil, the real recreation of tending growing things, the satisfaction in perfect blooms.

So in the garden we shall find our war tasks made easier, our determination made stronger and our spirits renewed, as we contribute in every possible way at home to shorten the struggle of our boys at the front.

May Nature bless your Victory Garden plantings this fall with a bounteous 1943 harvest of floral beauty, luscious fruits.

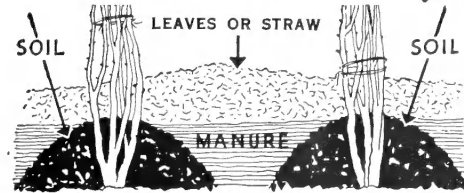
Charles H. Perkins
President

Jackson & Perkins Co.

World's Largest Rose Growers

1 Rose Lane, NEWARK, NEW YORK STATE, Rose Capital of America

Winter Protection Is Very Simple



J. & P. Modern Roses are bred to survive rigorous winters so need only billing up with earth and the adding of manure or leaves or both, if available.

OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

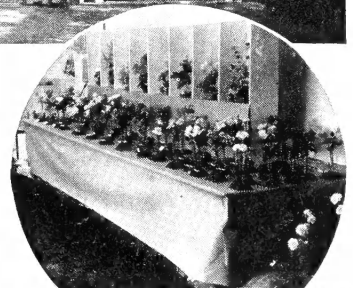
We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

While the J. & P. Guarantee above relates specifically to Modern Roses, you are assured that J. & P. Modern Perennials, Dwarf Apple Trees, Fruits, are equally covered by its provisions



The 1942 Festival of Roses



First Division of the Kiddies Rose Parade.

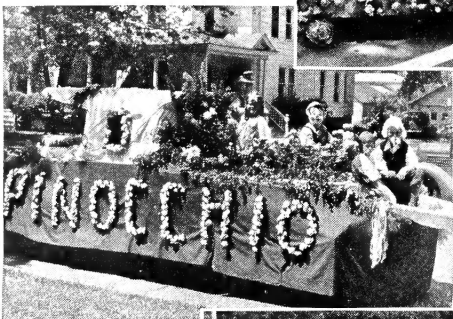


The lovely MGM Starlets from "Ship Aboy" came to the Festival and were Majorettes in the Parade.



These boys symbolized "Garden for Victory" in their great, attractive "V" on wheels.

One of the many playcars decorated with Roses. These children were prize-winners.



Everybody admired Pinocchio—both the new 1943 Rose and the Pinocchios in the Parade with children dressed in Pinocchio costumes.

Imagine the thrill shared by the continual procession of guests in the indescribable beauty and fragrance of these hundreds of beds of Modern Roses.



Festival Favorites

GROUP #161

MANY ask us to select for them the first choices in the Parade of Modern Roses. So, through our own observation and selection, the reports of our 120 testing stations from coast to coast and the popularity votes of thousands of visitors to the Festival of Roses, here is the outstanding dozen Modern Roses for you to plant this fall. You and your friends will admire them as they grow in your garden. They will win prizes for you in the Rose shows and Victory Garden Harvest Shows.

Pan America, orange and gold (p. 16)
Mary Margaret McBride, coral-pink (p. 10)
Spun Gold, limpid gold (p. 13)
Sonata, cochineal-red (p. 10)
McGredy's Sunset, saffron flushed orange (p. 13)
Rose Bampton, China red (p. 13)

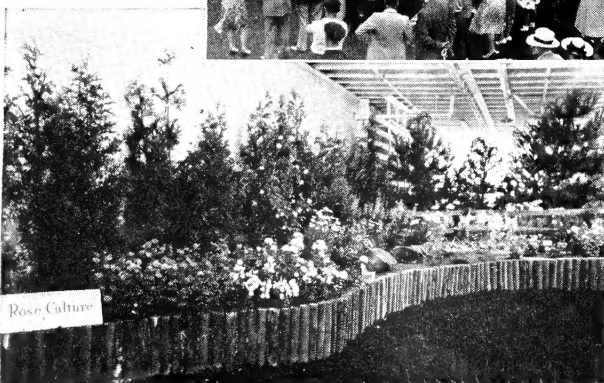
McGredy's Salmon, salmon-pink (p. 15)
Hector Deane, deep pink (p. 14)
Flambeau, glowing scarlet (p. 19)
Neville Chamberlain, salmon and bronze (p. 12)
Saturnia, cardinal-red with salmon-yellow and copper (p. 19)
Rex Anderson, white (p. 15)

12 Plants, 1 of each of the Festival Favorites above (value \$16.25) for only **\$13.50**

Jackson & Perkins Co.



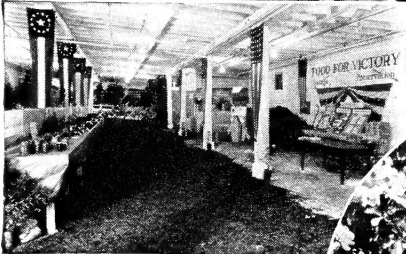
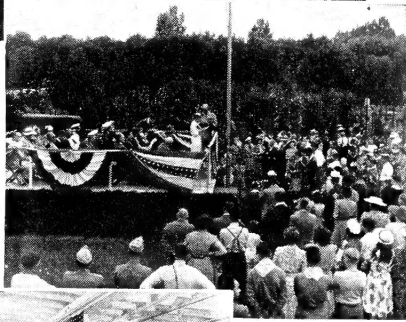
Below is a view of the Victory Garden Harvest Show feature entitled "Around the Year in a Rose Garden"—a complete course in Rose Culture for gardeners.



The Rose Capital of America



J. W. Johnston, director of Victory Garden Harvest Shows; Captain H. J. Markland, U.S.N.; Mrs. Marshall; Captain R. W. Britt, U.S.A.; and Charles H. Perkins, broadcast coast-to-coast. At right, other Army-Navy guests, in reviewing stand.



Another view of the model Victory Garden Harvest Show set up by Cornell University—see pages 3,4.

Sue Hastings' puppet Pinocchio cavorted about the J. & P. Gardens. Here, with the talented fingers of Sue Hastings herself at the other end of the strings, he admires a plant of Pinocchio Roses.



**"We Need Our Flower Gardens"—Dr. Ray C. Allen,
Department of Floriculture, Cornell University
(over Cornell's Radio Station WHCU)**

"Now, if ever, do we need our flower gardens. With the uncertainty and anxiety of the times in which we find ourselves, the need for recreational diversion is essential for the well-being of every individual. Gardening fills this need to the fullest. It need not compete with any of the essentials of the war effort. It is significant that because of the benefit to health and morale, growing flowers was included as an important part of the Victory Garden program."

Below is a scene from the northern California fields of Roses in the Pacific Nurseries of Jackson & Perkins Co.



A glimpse of one of the magnificent carpets of color in the Newark Rose fields of the Jackson & Perkins Nurseries.

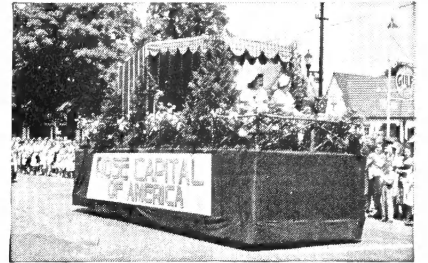
HERE at Newark, in the rigorous climate of northern New York State, over 2,500 acres are devoted to the Jackson & Perkins plantings, and the world's largest Rose-hybridizing operations are maintained under the direction of Eugene S. Boerner, Director of Plant Research. Our standards are so exacting that only about one out of every fifteen hundred or two thousand seedlings ever finds a place among J. & P. Modern Roses. Welcome to the Rose Capital of America!

Visitors to our fields this summer and fall are seeing a great carpet of color as the plants grown for you to plant this fall are blooming gloriously, gaining rugged vigor and storing up abundant energy to be even more beautiful in your garden.

The fame of J. & P. Modern Roses has made Newark the mecca of Rosedom.

In the J. & P. Test and Display Gardens there are 20,000 Rose plants in over 3,000 varieties, more than 500,000 blooms open at a time—all the Modern Roses already introduced, hundreds of new Roses for the future. It takes five years to prove and propagate a new Rose. J. & P. is also closely associated with leading Rose hybridizers of other lands, with sole American rights for new introductions of McGredy, Dickson, Gaujard, Aicardi, Pahissa, etc.

Additional plantings of about 1,000 acres in our New Jersey nurseries and over 1,000 acres in the J. & P. California nurseries are required to properly serve the increasing demand for Modern Roses and nursery stock.



Newark 4-H Club girls in a prize parade float which had a real living Rose Garden on wheels, emblematic of the Rose Capital of America.

The Roses, Perennials and Fruits You Will Want to Plant This Fall

YOU will revel in the glorious, greatly improved Modern Roses in this book:

HYBRID TEAS—everblooming, for beds set into lawns, beds along walks or drives, formal gardens, cutting gardens, exhibition blooms, etc.—see pages 10 to 19.

FLORIBUNDAS—everblooming, in abundant clusters, extremely hardy; for all the uses of Hybrid Teas, also for mass color display, accent plantings in shrubbery, borders, etc.—pages 6 to 9.

CLIMBERS—everblooming, or long-blooming; to train over archways, doorways, arbors, posts, fences, walls, etc.—pages 2, 20, 21.

Experienced gardeners recognize true values and fair prices. The continuing and abundant harvest in perfection of form, color and fragrance of the J. & P. Modern Roses from June to October quickly demonstrates the futility of the small savings through lower prices for

inferior grades. There are thrills in growing Modern Roses no commoner varieties can give. They keep your garden a place of beauty and fragrance long after older kinds have lost favor. All are rugged, hardy, requiring a minimum of care.

J. & P. Modern Rose plants are the finest modern horticultural skill has been able to produce—superior in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom. They are of unsurpassed quality—select varieties, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name, sturdy and free from disease.

J. & P. Modern Perennials, Dwarf Apple Trees and other choicest Fruits for your Victory Garden are of the same high quality. Sixty-eight years of service are behind every plant we ship.

Order Early! The same unexpectedly heavy demand that exhausted many supplies this spring is repeating itself in the orders already received for fall planting.

Dr. Liberty Hyde Bailey:

"The more terrible the conflicts of men the more restful, by contrast, are the quiet phenomena and objects of nature. The need for the solace of growing things is pronounced when troubles convulse the world. There is inspiration and comfort in a Rose."

Lovely Snowbank Floribunda Roses and giant Delphiniums in new J. & P. Display Gardens.



Another corner of our new gardens, one of many beauty spots in full bloom.



World's Largest Rose Growers

Every American Garden Needs



Jackson & Perkins Co. Presents

*The Sensational New
Floribunda for 1943*

Pinocchio (Plant
Patent
No. 484)

in natural color on front cover

MOST admired of all at 1942 Festival of Roses! The renowned Sue Hastings came with her marionettes, and the puppet Pinocchio christened this amazing Rose named for him. The peer of Floribundas, used by leading florists for unusual corsages and bouquets. Truly the all-purpose wonder, highly praised by 80 test stations in 23 states, all U. S. climates. In the garden Pinocchio has many uses, generously fulfills them all—winsome buds in great profusion open in tremendous clusters and set the entire plant aglow with a pastel harmony.

Buds... long, pointed, exquisite salmon flushed with gold at base. Incomparable for boutonnières.

Blooms... in great clusters, opening slowly to exhibition Hybrid Teas in miniature, 1½ in. across, gradually changing to soft clear pink and acquiring deeper pink edges. Long-lasting both in the garden and when cut. Admirable for flower arrangement. Exotic, fruity fragrance.

Plants... exuberantly prolific, continuous; hundreds of blooms to a bush. Extremely hardy, 20 to 24 in. tall. Very disease-resistant, easy to grow.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

For Mass Planting *To create great blankets of color, note the special low prices of Floribundas, for 25 or more of a variety.*



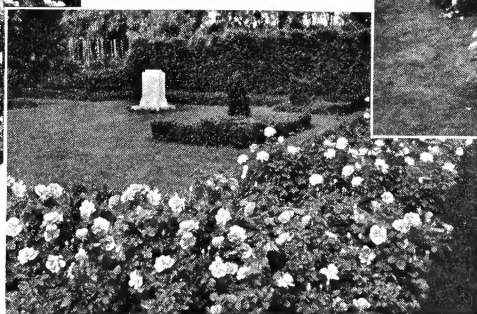
Floribundas set off evergreens and retain color in borders otherwise drab after flowering shrubs are done.

Very effective in mass plantings, both for garden display and plenty of blooms for cutting—Floribundas are delightful in arrangements.

Uses of Floribundas

Use Floribundas generously in groups of 3, 5 or more. To supply compelling color all season in shrubbery and perennial borders, sidewalk and doorstep plantings, and to replace annual foliage plants and flowers, Floribundas are ideal. To set off and add great splashes of color to home grounds and estates, use 25 or more of a variety *en masse*.

Here in our Newark gardens the Floribundas he created have been planted around the Sun Dial Memorial to Dr. J. H. Nicolas. Guests to the gardens like this quadrangle, his Roses.



In the J. & P. display gardens, these pink beds of Smiles and the curving border of scarlet World's Fair are always admired.

The New Hardy Race of Roses That Has So Widened the Uses of the "Queen of Flowers"

TO MEET the need for a hardier, more rugged, easy-to-grow race of Roses which would endure the most rigorous winters without special care and also persist in blooming abundantly from early June right through the hot summer months and on till fall, the Floribundas were created.

Hardy wild Roses are the basic parents. To them have been added the bloods of the larger-flowered Roses until you can now select all the way from the lovely almost-singles like Joyous and Betty Prior to the very large-flowered doubles like Cheer, A. Grille, World's Fair, Rochester, Carillon, etc., which achieve the inspiring grandeur of Hybrid Teas yet retain the rampant gayety of Floribundas.

Growing in magnificent clusters of entrancing blooms, the flowers are long-lasting in all weather in the garden and especially lovely for table decorations or vase, often keeping from 8 to 10 days in water.

Floribundas are truly "Roses for Everybody's Garden"—so easy to grow, so hardy, so resistant to hottest sun, so continuous in abundant bloom that their lively color is a permanent joy from spring till fall, giving your garden a perfect June-day appearance right through till frosts.

They may be planted wherever Hybrid Teas would be used, and in many other situations, a few of which are suggested in the pictures below. Their unusual combination of virtues have placed Floribundas on a pinnacle of merit that has created, almost overnight, a pinnacle of demand.

Hybridized, tested and propagated in this rigorous climate of northern New York State, it was Dr. Nicolas in the J. & P. Dept. of Plant Research who early caught the vision of the need for Floribundas in all the varying climates of the United States. Eminent European hybridists were seeking the same ends there.

Further progress has been made by Eugene S. Boerner, chief hybridist and director of the J. & P. Dept. of Plant Research, under whose sponsorship Pinocchio, the Floribunda that leads them all, is being introduced for 1943.

FLORIBUNDA SYMPHONIC SIX SPECIAL GROUP #120

Carillon, Smiles and Rochester—the finest six for lovely accent colors in a doorstep or sidewalk planting.

6 Plants, 2 of each (value \$7.00)..... **\$5.85**

SEMI-SHADE LOVING AACHENS

Fully double 4-in. flowers in clusters of 4 to 6 on a stem. Very free-blooming, prolific.

GRUSS AN AACHEN

Orange-pink bud, salmon-pink and white as flower opens. In full sunshine about 18 in. high—in semi-shade, 30 in.

WHITE AACHEN

Free-blooming. Uniform growth; about 15 in.

Either of the above: 85c each; 3 of a variety \$2.15; 12 of a variety \$8.50; 25 of a variety \$15.65

MAGIC RED

(Propagation Rights Reserved)

If you admire the old-fashioned, fully double Roses you'll treasure Magic Red. Does well anywhere. Its rich red color, similar to Paul's Scarlet, holds for days, even in hottest weather. 5-in. flowers in clusters of 4 or 5; long stems. Disease-resistant, dark green foliage. Keeps particularly well as cut-flower. 2½ ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

NIOBE

Like Mrs. R. M. Finch, but pure white. Tinge of blush in center when half open. Camellia-like when full open. Lovely with Pinocchio and Rose Elfe. 2 ft.

75c each; 3 for \$1.90; 12 for \$7.50

Below are three uses of Floribundas all in one; lovely white Snowbank (see page 9) accents the shrubs and evergreens behind, forms a border along the grassy path, and effectively frames the bed of Hybrid Tea Roses at left.



Floribundas

CHEER

(Propagation Rights Reserved)

Extremely rugged, hardy, vigorous, disease-resistant, easy to grow anywhere. Always in bloom, abundantly. Long-lasting flowers. The Roses of Tomorrow, for Everybody's Garden!

A victorious color!—so strikingly vibrant, it rivals the pink glow of a summer sunset. Both blooms and plant are similar to the world-wide sensation, "World's Fair," but in a clear deep rose-pink (bright red near the oceans). Cheer with its much-acclaimed flashy show of color has taken its place alongside World's Fair as one of the most desired in Rosedom. A 1942 introduction.

Buds ovoid, orange-pink.

Blooms . . . large, about 4 in., opening gracefully; in large clusters. Sweet fragrance.

Habit . . . vigorous, prolific. 2 ft. Dark green foliage.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Cheer

SMILES

(Plant Patent No. 331)

Blooms so perfectly shaped that each one is a gem of rare loveliness. The soft, pink masses of dainty, 3-in., cupped flowers are universally admired by Rose enthusiasts. You'll love this bright, cheery flower, created in the J. & P. Gardens by the genius of the late Dr. J. H. Nicolas.

Color a splendid salmon-pink.

Blooms . . . semi-double, diameter 3 in.

Characteristics . . . spreading plants; handsome foliage. Height 18 in.

Continuity . . from early spring till frost.

Fragrant . . daintily perfumed.

\$1. each; 3 for \$2.50;
12 for \$10.; 25 for \$18.75



Smiles

© J. & P. CO.

© J. & P. CO.

WORLD'S FAIR

(Plant Patent No. 362)

*Winner of First Award
All-America Selections*

The Rose sensation of the great New York World's Fair, and the continuing sensation of Rosedom from coast to coast. Large clusters of velvety, rich scarlet flowers almost hide the luxuriant foliage, becoming very dark in the fall. The outstanding Floribunda, with double Hybrid-Tea-size flowers. Exceptionally hardy; favorably reported from all parts of the country.

Prolific . . . continuous display, spring to frost.

Size blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden, and exquisite for cutting—very graceful even full-blown.

Vigorous . . bushy; about 30 in. high.

Fragrance . . fresh, exquisite, alluring.

Display . . . magnificent in solid groups, spectacular in borders.

Honored . . First award, All-America Rose Selections 1940 and 1941, for Floribundas.

\$1. each; 3 for \$2.50;
12 for \$10.; 25 for \$18.75



World's Fair

© J. & P. CO.

ROSE ELFE

Miniature flowers are in vogue. Here are exquisite Hybrid Teas in miniature, but in great profusion on strong, hardy, full-size Floribunda plants, resembling Picture, the Hybrid Tea, and just $\frac{1}{3}$ as large.

Flowers . . . Gardenia-like, very double, high-centered, $2\frac{1}{2}$ in. across; 30 small,

heavy-textured petals. Long-lasting.

Color . . . delightful silvery rose-pink; pointed buds, deep rose-pink.

Plants . . . vigorous, 20 to 24 in. tall; rich dark green, glossy foliage. Disease-resistant.

Prolific . . and continuous, June till frost.

\$1. each; 3 for \$2.50;
12 for \$10.; 25 for \$18.75



Rose Elfe

© J. & P. CO.

Glorious

J. & P.

ROCHESTER

(Plant Patent No. 131)

One of the finest of all Floribundas, created in our own Department of Plant Research. All season long, Rochester will give you enchanting blooms—"stardust refined to gold." Printer's ink cannot do justice to the very soft light yellow tones, more attractive than this picture, by far. No other double Rose produces more blooms per plant; a group of Rochesters is a continuous display from early June till heavy frost. The medium large and double blooms give a breath-taking sensation of oriental pearls mounted on gold—perfect in Hybrid Tea form. Remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit of Floribundas.

Bloom no bush Rose more prolific.
Grows 2½ ft. tall or more.

In Groups . . continuous mass of beautiful, fragrant flowers.

Flowers . . . exquisite very soft yellow contrasting with orange-carmine blush on reverse. Shaped like Rev. F. Page-Roberts, double Hybrid Tea.

\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45



Rochester

© J. & P. CO.

Holstein

HOLSTEIN

(Plant Patent No. 395)

Immense flower-heads form a continuous carpet of striking red. Holstein creates a dramatic effect, probably produces more flowers than any other variety.

Prolific . . . immense clusters forming a continuous mass of color all season. Highly desirable in borders and accent plantings.

Flowers . . . each individual flower about 3 in. across—brilliant red with cheerful white eye.

Plant 24 to 30 in. tall; strong, upright stems. Vigorous dark foliage.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



© J. & P. CO.

CARILLON

(Plant Patent No. 136)

Carillon is one of the best-loved Roses of all time. Like the symphonic thrill from the group of bells in a cathedral carillon, the fullest enjoyment of Carillon is made possible by planting in groups of 6 to 12 or more, for a magic carpet of lustrous coral-flame resting on glossy green foliage. Carillon is a *singing* Rose, cheerful yet restful with its entrancing flame and coral hues. This outstanding Floribunda, created by our own Dr. Nicolas, has a special destiny in the gardens of a war-torn world—where every possible note of cheer is so much needed. Most generous in bloom; grows best in North. The graceful semi-double blooms are large and fragrant, and the exquisite buds make handsome table arrangements and boutonnieres.

Variety . . . Floribunda *par excellence*; 24 to 30 in. tall.

Blooms . . . large, pleasingly fragrant till frost.

Recognition . Gold Medal A.R.S.

\$1.25 each;
3 for \$3.15;
12 for \$12.50;
25 for \$23.45

Carillon

A. GRILLE

(Plant Patent No. 47.)

Well worth talking about is this brilliant scarlet-crimson large-flowered Floribunda that is similar in flower and growth but several shades lighter than the deep velvety World's Fair that has so completely won the nation. A. Grille represents another step in the development of "The Roses of Tomorrow." Semi-double flowers, 4 to 5 in. across. Excellent for bedding, borders, and mass planting.

Color brilliant scarlet-crimson; bright in all light. Does not burn nor fade in hottest sun.

Fragrance . . . elusive, intriguing.

Persistent . . . large clusters throughout the summer.

Habit bushy; very hardy and vigorous; heavy foliage. 2½ ft. tall.

\$1. each;
3 for \$2.50;
12 for \$10.;
25 for \$18.75

A. Grille

© J. & P. CO.



P. Floribundas

SNOWBANK

(Plant Patent No. 279)

Large-flowering type, growing 20 in. tall. Excellent for white effect *en masse* and for the border. Strong, bushy, with thick, healthy foliage. A delightful origination by Dr. J. H. Nicolas.

Budsdainty; buff-orange.

Flowerblush-white, turning to pure white; semi-single, long-lasting; continuous.

Honored . . . A. R. S. Gold Medal, Hartford.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65

SUMMER SNOW

(Plant Patent No. 416)

Beautiful clusters of pure white flowers, clean as the falling snow. The most prolific of the white Floribundas, and more double than Snowbank.

Flowersclear white, dainty.

Prolificblooms freely till frost.

Plants20 in. tall.

Fragrance . . . sweet, elusive.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65



Snowbank

© J. & P. CO.

BETTY PRIOR

(Plant Patent No. 340)

Betty Prior is held in such high esteem by Rose enthusiasts that the plants are in greater demand among J. & P. customers than any other variety. No wonder! Here is a Floribunda so charming, so adaptable, so prolific and so hardy that it may almost be called perfect! Distinctive in appearance as well as in color. Permanent, and highly desirable for planting in borders or hedges, as well as in large groups. Gives gorgeous mass color effect. This variety has continually "stolen the show" from coast to coast.

Formresembles the delicate red dogwood blossom in shape and size.

Coloropens lively red, turns to delicate shell-pink.

Prolific . . . blooms in large clusters in spring—continuously throughout season.

Plants . . . 3 to 3½ ft., abundantly branched.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65



Betty Prior

© J. & P. CO.



Betty Prior

© J. & P. CO.

DONALD PRIOR

(Plant Patent No. 377)

Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage. Brings a huge splash of brilliant color to your garden. Tall. Ideal companion to Betty Prior. So very sturdy and vigorous it needs neither special care nor favored location to produce ample bloom.

Bloomssemi-double, about 3 in. across, on branching plants.

Continuous . . . large bursts of bloom throughout the season—never without flowers.

Plant30 to 36 in. high.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65

Donald Prior

© J. & P. CO.

JOYOUS

(Plant Patent No. 381)

The delightful rose-red buds open to a precious pink as delicate as the pastel tones in a little girl's wardrobe. Let Joyous bloom in rampant gayety throughout your garden. You'll be delighted with its long-lasting loveliness, its sturdy adaptability. The color remains clear and unmottled throughout the life of the flower.

Unusual . . . for cutting, and miniature arrangements.

Strongfree blooming, height 2½ ft.

Bloomsabout 3 in.—clear color at all times. The charming buds open into delightfully informal blooms.

Foliagedeep red as plants approach blooming.

HonorSilver Medal Award at Elizabeth Park, Hartford, 1939.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65

© J. & P. CO.

Joyous



ANNE POULSEN. (Plant Patent Hybrid No. 182) Tea-size scarlet-crimson flowers. Heavy foliage. Long season. Height 24 in. Fragrant. 85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65.

GLOIRE DU MIDI. (Plant Patent Brilliant No. 270) orange-scarlet Polyantha without bluish cast. Never fades. 12 in. tall. 85c each; 3 for \$2.15; 12 for \$8.50.

MARGO KOSTER. Light orange, touched pink. Globular flowers 18 in. high. 85c ea.; 3 for \$2.15; 12 for \$8.50.

NEW

Hybrid Teas for 1943

Mary Margaret McBride

*All-America
Winner for 1943*

(Plant Patent No. 537)

\$1.50 each; 3 for \$3.75;
12 for \$15.

Sonata

(Plant Patent applied for)

\$1.50 each; 3 for \$3.75;
12 for \$15.

Grande Duchesse Charlotte

(Propagation Rights Reserved)

\$1.50 each; 3 for \$3.75;
12 for \$15.

Mandalay

(Plant Patent applied for)

\$2. each; 3 for \$5.;
12 for \$20.

© J. & P. CO.

© J. & P. CO.



Next Year's New Roses

You Can Plant This Fall

THOUSANDS of our friends make this page a hobby as they plan their fall planting activities, and plant next year's Roses a year ahead. They take pride in being first to have the 1943 introductions in their own gardens early next June—well-grown, established, already in full bloom.

Here are the leaders in the Parade of Modern Roses for 1943—highly praised by the thousands who saw their preview in the 1942 Festival of Roses, favorably reported by our 120 testing stations throughout the nation. Two have been selected by the All-America Judges as best of the Hybrid Tea introductions. Have them to enjoy from early June on through summer and fall, by ordering now. Selected plants, full-bodied, 2-year-old, field-grown, to plant this fall.

MARY MARGARET McBRIDE (Plant Patent No. 537)

Named for the gracious Mary Margaret McBride, noted author and radio personality, beloved in millions of homes from coast to coast. This new Rose is admired particularly for its perfect form . . . a new triumph in floral grace. The double blooms are large and high-centered. The pointed buds open gradually, always keeping their beautiful high center. The color, borrowed from the radiant glow of a summer sunset, is a clear, deep coral-pink suffused with shimmering gold at base of petals. As the flowers age, the pink gradually lightens to that of Eternal Youth. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Luxuriant, smooth, leathery, deep green foliage. In color at left.

Bud pointed, deep pink, opens gradually.
Flower . . . large, always high-centered, very beautiful at all stages, a lovely exhibition Rose.
Petals . . . 35 of them. Firm, heavy.
Stems . . . long and strong; vigorous, hardy, rollicking plants 30 in. tall.
Fragrance . aromatic, alluring.
Honored . . All-America Award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.50 each; 3 for \$3.75; 12 for \$15.

MANDALAY (Plant Patent Applied for)

Molten gold forged into appealing, artistic grace. Sunshine compressed into floral elegance. This is the new J. & P. Rose achievement from Mallerin that has received the colorful, romantic name of Mandalay. The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flowers. The 40 petals are long and firm and of a very smooth texture. The ample foliage is heavy and very dark green. Here's a flower with unmistakable exhibition traits and ideal in the garden. A hardy, prolific grower that will reign in eye-filling splendor all summer long. Always in bloom, always outstanding.

Bud long, pointed, golden-yellow.
Flower . . . opens slowly and perfectly, retaining its potent golden-yellow and delicate fragrance. Very large, high-centered, on long stems. See picture at left.
Petals . . . firm, long, smooth-textured.
Foliage . . . heavy, dark green.
Habit . . . about 3 ft. tall. Very free-blooming; sun, rain, heat and disease-resistant.
Award . . . Gold Medal, Horticultural Society of the Rhone, 1941.

\$2. each; 3 for \$5.; 12 for \$20.

A growing field in one of our Rose nurseries—every J. & P. Rose Plant you buy has proved itself like this before it comes to you.



SONATA (Plant Patent Applied for)

Sonata—beautiful as a symphonic melody. A flamboyant red in spring and fall; in summer lightening to unusual tones of deep pink. In lovely contrast, the outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. The foliage is abundant and of a very dark green contrasting beautifully with the flowers. Growing proudly erect on long, strong stems, Sonata blooms fragrantly from spring to fall. In color at left.

Buds pointed, long, cochineal-red.
Flower high-centered.
Fragrance . . . sweet and pleasing.
Continuous . . the plants remain very prolific from spring to fall. Sun, heat and disease-resistant.
Habit very hardy, vigorous, upright plants, about 36 in. tall.
History a Dutch Rose from Van Rossem.

\$1.50 each; 3 for \$3.75; 12 for \$15.



For two years Mary Margaret McBride has honored the Festival of Roses by coming to Newark. Here she conducted a coast-to-coast broadcast and Charles H. Perkins, president of Jackson & Perkins Co., made this lovely new Rose at left her namesake. Now the All-America Judges have selected it as one of the two outstanding new Roses for 1943.

HYBRID TEAS

GRANDE DUCHESSE CHARLOTTE (Propagation Rights Reserved)

This Rose aristocrat provides a new shade of red such as might be seen on a precious oil painting . . . a color heretofore unknown in the world of Rosedom. The beautiful long, streamlined buds are a rich claret color and open to firm-petaled blooms which gradually change to a lovely begonia-rose. When unfolding, the 25 or more petals recurve and make artistically informal blooms with a hint of carnation fragrance. In color at left.

Bud long, streamlined.
Foliage dark green, vigorous.
Color a new dusky red.
Stems tall, upright. Height 3 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

SPECIAL GROUP #153

All four of these outstanding new Roses for 1943, at a special price:

4 Plants 1 of each \$5.40
 (value \$6.50)

Parade of Peers

GROUP #154

Are you one who wants the loveliest Roses and would like to take the recommendations of experts to help you to make your selections? We know you will be delighted with the Parade of Peers, for you will have the finest of Modern Roses, all requisite colors, all with fine, high-centered blooms, completely satisfying to even the most exacting rosarian.

Mary Margaret McBride, coral-pink. **Pan America**, orange and gold (p. 16).
Sonata, cochineal-red. **Countess Vandal**, coppery pink (p. 15).
Mandalay, golden-yellow. **Dicksons Red**, scarlet-red (p. 16).
Neige Parfum, pure white (p. 16). **Signora**, mandarin and salmon (p. 13).
Pearl S. Buck, gold tinged apricot (p. 19). **Gloaming**, salmon-pink, orange, gold (p. 13).
Rome Glory, scarlet-crimson (p. 15). **Eclipse**, golden yellow (p. 16).

12 Plants 1 of each \$13.75
 (value \$16.50) for only.

PARADE OF MODERN

Roses

HYBRID TEAS

There are thrills in growing Modern Roses no common varieties can give. These lovely Hybrid Teas, seven of which are shown in full color on page 13 at right, will keep your garden a place of beauty long after the older kinds have gone.

GLOAMING

(Plant Patent No. 137)

An outstanding pink Rose for exhibition blooms. The breathtaking beauty of the gorgeous last rays of a perfect autumn sunset—delicate salmon-pink, blending into tawny orange and gold. Does not require pampering; sturdy, tall, endures toughest winter. 24 in.

Blooms... very large—double—beautiful.
Fragrant... decidedly so, decidedly pleasing.
History... created by Dr. J. H. Nicolas.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ROSE BAMPTON

(Plant Patent No. 425)

Rose Bampton brings to Rosedom a richer, more distinctive shade of red, that retains its depth throughout the long life of the blooms. In early spring occasionally there are lovely two-tone variations between the outer and inner petals; during the summer the entire flowers are intense red and remain so till frost. The charming petals reflex slightly as they open and the full flower resembles a camellia.

Buds... alluring, Ophelia-shaped, rich carmine, developing into China-red as the petals unfold.

Blooms... 5½ in., very double, slow in opening, hold a long time. 50 or more firm, well-spaced petals, camellia-like. Even though opening to massive size, the flowers never "ball." Prolific. Brilliant China-red.

Fragrance... delightful old Rose perfume.

Plant... strong, healthy, vigorous, 2½ ft. high. Very hardy; disease-resistant.

Foliage... rich dark green, covers bush.

Award... First Class Certificate, Royal Dutch Horticultural Society.

\$1.50 each; 3 for \$3.75; 12 for \$15.

SPECIAL GROUP #151

All the Modern Roses in color on page 13 at right and described above.

7 Plants 1 of each (Value \$9.00) ... \$7.50

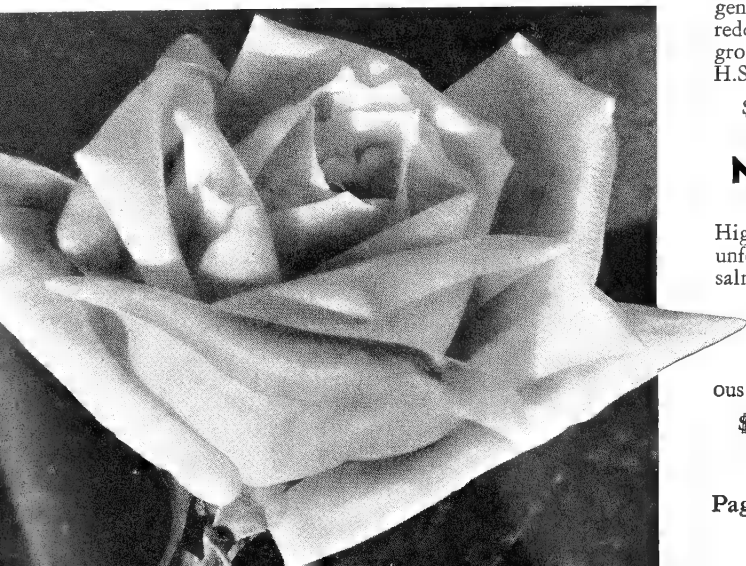
STARLITE (Plant Patent No. 414)

Now you can have the White Rose that won the Gold Medal at the International Flower Show in 1941—not available for the garden till now because florists have taken all the plants to grow those exotic white blooms used for wedding bouquets Easter, etc. Height, 24 in. See picture below.

Buds... ovoid, graceful, pure white.

Blooms... large, full, long-lasting. 40 to 50 petals. Long, strong stems, rich dark green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.



MISS AMERICA

(Plant Patent No. 264)

A milk-and-honey Rose of delicate flesh tints touched with salmon and gold. A wealth of very large exhibition quality flowers, averaging 65 petals—growing singly on long stems.

Characteristics... vigor—fine, healthy foliage with excellent resistance to disease—hardy. 24 to 30 in. high.

Fragrance... very pronounced.

Noted for... persistence of abundant bloom.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

WHITE BRIARCLIFF

(Plant Patent No. 108)

One of the daintiest of all pure white Roses. Stately, fragrant, long-lived blooms. Exquisite in flower arrangements.

Distinction... both in bud and open flower, pure white. Very early.

Prolific... tremendous producer. Double.

Plant... spreading, bushy, 30 in. tall.

Prize of Honor... and Gold Medal at International Exhibition, Paris, Silver-Gilt Medal, French N.H.S.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

SIGNORA

(Plant Patent No. 201)

A pronounced advance over the well-known Talisman—and President Herbert Hoover. Created on the Riviera, it became accustomed to hot, dry weather. It also has ample vigor for our northern clime. Graceful buds of warm brownish orange open to lighter mandarin and salmon. Heavy, rich foliage. Long stems.

Blooms... very double, very fragrant.

Habit... vigorous, branching, 3 ft. tall.

Prolific... as many as 31 blooms at a time.

\$1. each; 3 for \$2.50; 12 for \$10.

HOME SWEET HOME

Large, full, long-lasting blooms literally drenched with old-fashioned June-Rose fragrance. Glowing pink; edge of each petal shimmering silver-pink. The color holds. Strong stems, few thorns. Foliage bronze-red turning dark green. 24 in.

\$1. each; 3 for \$2.50; 12 for \$10.

McGREY'S TRIUMPH

(Plant Patent No. 190)

Huge, fragrant blooms, 5 in. across—soft rose gently brushed with orange. Sturdy stems, reddish bronze foliage. Extraordinary vigor, growth. Gold Medal, N.R.S.; A. M. Glasgow H.S.; Silver Medal A.R.S. 36 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

NEVILLE CHAMBERLAIN

(Plant Patent No. 428)

High-centered buds of radiant burnt-orange unfold into 4½-in. fragrant blooms of delicate salmon-pink tinged with burnt-orange. Freely borne on long stems. Bronze-green foliage, young shoots of contrasting red. Long-stemmed flowers which increase in size as season progresses. Hardy, vigorous. 30 in. high.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

SPUN GOLD

(Plant Patent No. 495)

Lovely yellow gold in an exquisite clear tone. Superb Ophelia shape. Perfect buds and medium large flowers, refreshingly fragrant and abundant on almost thornless stems. A 1942 new McGredy Irish Rose.

Bud... pure limpid gold, ovoid in form, retaining its high center and perfect form until full blown.

Blooms... fine, firm-textured, with 27 golden petals that stand the sun with very little fading. In clusters, on almost thornless stems.

Foliage... ample, deep red when new, changing to rich green.

Habit... a continuous bloomer. 2½ ft. high.

\$1.50 each; 3 for \$3.75; 12 for \$15.

McGREY'S SUNSET

(Plant Patent No. 317)

The inspiring golden and yellow hues of a perfect summer sunset are captured in this gorgeous Rose so outstanding in color it is one of the high points in our Newark gardens and in the gardens of our customers from coast to coast. Blushed with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur, resembling a camellia—holding their form a long time.

Flowers... full, shapely, with dainty symmetrical petals; long-lasting.

Buds... beautifully formed, exquisite.

Fragrance... gently penetrating.

Resistant... to sun, hot weather, and disease.

Prolific... on 24 to 30-in. bushes.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

BETTER TIMES (Plant Patent No. 23)

The "Indiana Redhead"—prized for length of stem, pointed buds, enchanting fragrance. The kind the florist grows. Glorious cerise-red. Hardy, upright, 24 in. Gold Medal winner.

\$1. each; 3 for \$2.50; 12 for \$10.

McGREY'S PINK (Plant Patent No. 341)

Exquisite in form, appealing in color. Delightful peach-pink tinged with gold. Sweetly scented. Continuous, profuse, spring to late fall. Rich, dark foliage, few thorns. 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ALEZANE (Plant Patent No. 116)

Toughest of all Hybrid Teas! Blooms earlier than most. Enchanting, unusual, opening to sorrel and changing to rich apricot. Finely fragrant. Urn-shaped buds, chestnut-brown. Vigorous, upright, branching plants. 24 in.

\$1. each; 3 for \$2.50; 12 for \$10.

ALICE HARDING (Plant Patent No. 202)

Molten gold, fashioned into a deeply fragrant, full-petaled flower. A clear, clean color, sunfast in all sections. Heavy, rich foliage. 24 in. high. Very prolific. Gold Medal A.R.S.

\$1. each; 3 for \$2.50; 12 for \$10.

Miss America

{at right}

(Plant Patent No. 264)
\$1.25 each; 3 for \$3.15



Gloaming

{at left}

(Plant Patent No. 137)
\$1.25 each; 3 for \$3.15



Spun Gold

{above}

(Plant Patent No. 495)
\$1.50 each; 3 for \$3.75

White Briarcliff

{above}

(Plant Patent No. 108)
\$1.25 each; 3 for \$3.15

Signora

{at right}

(Plant Patent No. 201)
\$1. each; 3 for \$2.50

Rose Bampton

{at left}

(Plant Patent No. 425)
\$1.50 each; 3 for \$3.75

McGredy's Sunset

{below}

(Plant Patent No. 317) \$1.25 each; 3 for \$3.15



*Hektor
Deane*

MODERN

Roses

© J. & P. CO.

HECTOR DEANE

(Plant Patent No. 361)

Fragrance that perfumes a whole garden from even a single plant! Long, pointed crimson buds with a suggestion of orange in the depths, the orange diffusing as it opens, leaving a circle of yellow at the heart. The flowers open strawberry-pink, informal and reflexed in an unusual manner. Ideal for cutting.

Growth... vigorous, almost rampant. Exceedingly liberal and constant in bloom. 3½ ft.

Blooms... informal; graceful petals reflex in unique manner.

Foliage... exceptionally interesting.

Fragrant... abundant old-Rose perfume.

\$1.25 each; 3 for \$3.15;
12 for \$12.50



Lady Mandeville

© J. & P. CO.



©
J. & P. CO.

Rose d'Or

ROSE D'OR

(Plant Patent No. 482)

Pure gold—shimmering, intense, radiant. Distinctive for depth, contour, and *permanence of color*. From Gaujard. Slight fragrance.

Bud... pointed, touched with red; long neck; fine sepals.

Flower... about 5 in., 20 to 25 large stiff-textured petals; holds its intense yellow even in August sun. Continuous bloom.

Foliage... profuse; medium dark green, shiny.

Habit... hardy, vigorous, resistant to disease. Upright, free growth. 3½ ft.

Awarded. First Cert., Colle Oppio, Italy, 1939.

\$1.50 each; 3 for \$3.75;
12 for \$15.

© J. & P. CO.

ETERNAL YOUTH

(Plant Patent No. 332)

The clearest of pinks—a Rose whose delightful fragrance and cheerful color make it outstanding among all pink Roses. From Aicardi, great hybridist of Italy. The intense pink blooms stand proudly erect on long, strong stems. Admirable for cutting.

Color... joyous pink, livening to yellow at base of petals.

Fragrance... sweet, old-fashioned-Rose.

Blooms... slim, graceful buds, opening to double blooms. Excellent for exhibition, winner of many firsts in the Rose Shows.

Plant... compact, about 2½ ft. tall.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

LADY MANDEVILLE

(Plant Patent No. 461)

Still more laurels to the famed McGredys for this uniquely colored Modern Rose! Warm, rich yellow deeply touched with amber. Large, full, fragrant flowers; never lose their meticulous cup-like contour—every Rose a gem. Plants quite prolific from June into October.

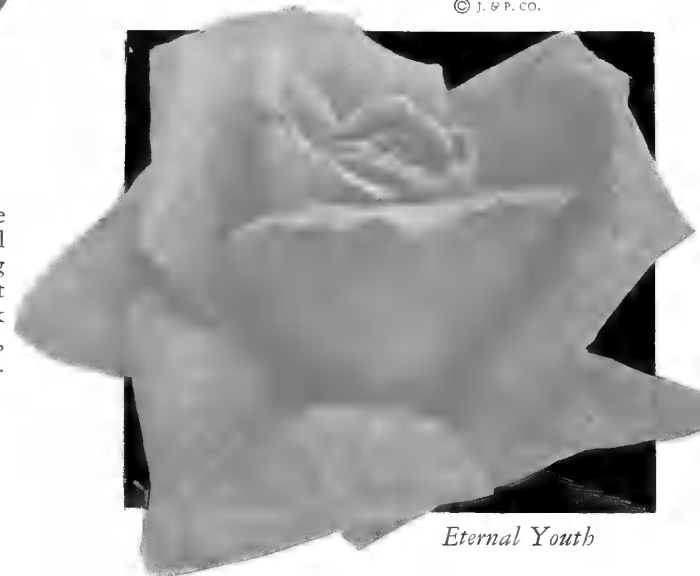
Flowers... 35 thick, satiny petals; medium stems. Reddish-bronze ovoid buds. Fragrant.

Plants... upright, 2 to 2½ ft.

Hardy... vigorous; disease-resistant.

Award... Certificate of Merit, National Rose Society.

\$1.50 each; 3 for \$3.75;
12 for \$15.



Eternal Youth

© J. & P. CO.

ZULU QUEEN

(Plant Patent No. 363)

The darkest and one of the "blackest" of all Red Roses—a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart, well-proportioned bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, holding their color admirably even in torrid weather.

Bush... hardy; grows 2 ft. tall.

Blooms... the long, pointed buds open gloriously; distinctly and delightfully perfumed.

Generous... each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

Color... holds its deep hues throughout the life of the flower.

\$2. each; 3 for \$5.; 6 for \$10.

Roses

HYBRID TEAS

Rome
Glory

© J. & P. CO.

REX ANDERSON

(Plant Patent No. 335)

An outstanding exhibition Rose—perfectly formed, slow-opening, one of the very few successful whites. Its double flowers may be grown to enormous size by disbudding. Exceptionally vigorous. Another favorite we are proud to offer.

Color... delicate, lovely ivory-white.

Growth... free and vigorous with abundant symmetrical soft green foliage.

Scent... soft and fascinating.

Awards... First Class Trial-Ground Certificate, National Rose Society, England.

\$1.50 each; 3 for \$3.75; 12 for \$15.

© J. & P. CO.

ROME GLORY

(Plant Patent No. 304)

The aristocrat of red Roses for which you pay highest prices at the florists. Scarlet-crimson—unchallenged in a wide, bright world of color. A true patrician. Gold Medal, S.A.F., 1938.

Buds... like a perfect American Beauty, only better. Large, gorgeous double blooms.

Fragrance... superb—alluring—lingering.

Lasting... flowers last 8 to 10 days on plant, or cut.

Plant... strong and healthy. 3½ ft.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

COUNTESS VANDAL

(Plant Patent No. 38)

Queen of the Modern Roses, held by many to be the most artistic bloom in Rosedom. Unrivalled in the garden and in cut-flower arrangements. Very long, graceful buds, opening slowly to beautiful, high-centered flowers. Exceptionally free from diseases—very easy to grow.

Color..... coppery bronze and pink suffused with gold reflex of silver.

Exhibition... artistic, double, outstanding blooms.

Fragrant... winy richness.

Prolific... awarded Gold Medal of King of Spain, for profusion of bloom.

Plant... 24 to 30 in. high.

\$1. ea.; 3 for \$2.50; 12 for \$10.

© J. & P. CO.

Countess Vandal

McGredy's
Salmon

McGREY'S SALMON

(Plant Patent No. 410)

McGredy's Salmon, with lovely, high-centered flowers, fine fragrance and free-blooming qualities, is another prize Rose for exhibition, enlivening the gardens of our countless McGredy fans. An exuberant bloomer.

Buds... exquisite, symmetrical, of an appealing orange-pink shade.

Blooms... unfold with rare grace into large delightful apricot-salmon flowers.

Fragrance... rich, full, fascinating.

Plant... a prolific bloomer all season, with an abundance of attractive, bronzy-green foliage. Height, 3 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Zulu Queen



© J. & P. CO.

Eclipse {above}

(Plant Patent No. 172)
\$1.25 each; 3 for \$3.15
"The Streamline Rose"

© J. & P. CO.



Adoration

{above}
(Plant Patent No. 453)
\$1.50 each; 3 for \$3.75

© J. & P. CO.



Dicksons Red

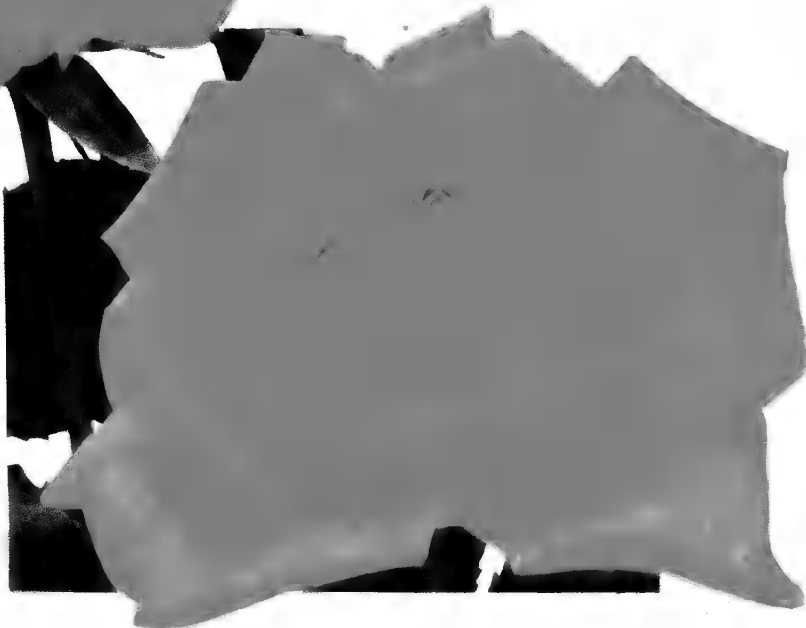
{at left}
(Plant Patent No. 376)
\$1.25 each;
3 for \$3.15

© J. & P. CO.



Pan America

{below}
(Plant Patent No. 437)
\$1.50 each; 3 for \$3.75
"The Rose of the Nations"



Neige Parfum

{at right}
(Propagation Rights
Reserved)
\$1.50 each;
3 for \$3.75

© J. & P. CO.



Five Lovely MODERN ROSES

Shown in Color on page 16
at left ~ Hybrid Teas

ECLIPSE (Plant Patent No. 172)

The "Streamline Rose"—slim, tapering, graceful buds, dainty and modern. Brilliant golden yellow—an arresting color in the garden and in bud vase or bouquet. Vigorous, branching plants bloom abundantly all the time. Healthy, attractive foliage. Large, substantial gently fragrant flowers. Height, 2½ ft.

Distinction... never another with sleek buds like these.

Originated... by Dr. Nicolas in our own gardens.

Awarded... Gold Medals in France and Italy; Gold Medal American Rose Society.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

DICKSONS RED (Plant Patent No. 376)

This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clear, healthy foliage. So lovely, so rugged, so able to stand the hottest sun with color undimmed.

Blooms... unceasingly; one of first in spring.

Plant... well-formed, about 2 ft. tall. Foliage always fresh and abundant.

Fragrance... abundant, rich, mellow.

Awards... Gold Medal, N.R.S., England; Clay Cup for Fragrance. First Award for Hybrid Teas, All-America 1940; a winner again in 1941.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ADORATION (Plant Patent No. 453)

When exhibited in France Adoration was accorded a brilliant reception, chosen as official Rose for the International Exhibition. Best described as a glorified Los Angeles with a dash of Lady Pirrie coloring. Large 5-in. blooms. Delightful fragrance.

Color... brilliant, entrancing salmon-pink.

Intriguing... long, pointed buds; high-centered blooms.

Foliage... profuse; rich, glossy, coppery green.

Habit... strong, upright plants, about 30 in. tall.

Produces... in great profusion, June till frost.

Honors... Gold Medals, Lyons and Bordeaux, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.

PAN AMERICA (Plant Patent No. 437)

New in 1942. Reddish orange buds unfold to show a wealth of deep orange hues inside; these diffuse into tawny yellow with outside of petals darker gold.

Buds... long-ovoid, very effective.

Petals... 30 substantial, velvety, airy petals.

Fragrance... sweet, Tea-like, alluring.

Continuous... all June and throughout summer; rich epilogue of even deeper color in fall.

Plants... 3 ft. tall, open, hardy, vigorous, disease-resistant. Glossy foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.

NEIGE PARFUM (Propagation Rights Reserved)

Rich, unique lemon-verbena fragrance. In early bud, Neige Parfum has slightest tinge of cream, gracefully unfolding through delicate lemon to beautiful full blooms, pure white and peony-like. 2 to 2½ ft. tall.

Buds... long, ovoid.

Blooms... large, luscious, intensely fragrant.

Foliage... healthy, dark green.

\$1.50 each; 3 for \$3.75; 12 for \$15.

SPECIAL GROUP #150

All the Modern Roses in color on page 16 at left, and described above.

5 Plants 1 of each (Value \$7.00) \$5.85

MORE Hybrid Teas TO PLANT THIS FALL

ROSALEEN DUNN

(Plant Patent No. 483)

Extra large! Especially fragrant! Long, strong stems, ideal for cutting. Gorgeous, deep brick-red flower, interestingly shaped. Bound to be a winner in a flower show. Dark green foliage. Graceful narrow upright bush. 3 ft. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

AMELIA EARHART

(Plant Patent No. 63)

An exhibition Rose, with massive perfectly formed flowers that win regularly and often the "Best Flower in Show." Giant, double, yellow flower with mere hint of blush. Dark, shiny foliage. Appealing fragrance. 24 in. high. Gold Medal, Troyes, 1928.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

MRS. FRANCIS KING

(Plant Patent No. 253)

Reflecting the whiteness of Alaskan snows. Descended from the wild Rose of Alaska, inheriting its vigor and freedom of bloom. 50 to 60 petals. Often opens 10 days ahead of other Roses; continues till frost. 30 in.

\$1. each; 3 for \$2.50; 12 for \$10.

PATRICK ANDERSON

(Plant Patent No. 411)

Perfectly formed high-centered buds, freely borne and opening gracefully. Blooms are begonia-rose on inside of petals and deeper red outside. Touch of yellow at base. Spicy fragrance. Bronze-green foliage. Vigorous, upright. 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

MME. HENRI GUILLOT

(Plant Patent No. 337)

Large urn-shaped buds. Brilliantly attractive flower about 5 in. across with 20 large, velvet-textured reflex petals. A play of color to please an artist. Deep watermelon and raspberry-pink veiled with reddish-orange, fusing into flaming scarlet. The large blooms retain their perfect shape and clear tone for several days after cutting. 2½ ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

SATAN

(Plant Patent No. 379)

Swarthy, glowing, velvety carmine; deepening to darker red in recesses. Fascinating in form. High-centered with ample petals. Rich, heavy, exotic fragrance. Dark green foliage. Strong, bushy plants 30 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

JEAN COTE

(Plant Patent No. 321)

Orange-apricot blending with a carmine warmth—colors deepen as flower opens. Unusually good in hot weather. Full fragrance. Glossy foliage. Large exhibition blooms. 2 ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

GOOD NEWS

(Plant Patent No. 426)

Glorious fragrant blooms with 50 crimped, full petals. The heart of the well-formed flower is peach-pink opening to silver-pink. Tea fragrance. Vigorous, hardy. Dark green foliage. 30 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

ROCKET

(Plant Patent No. 171)

Extremely large double blooms of glowing scarlet-red. Permanent. Unusually hardy, free-blooming. Exotic fragrance. Plants 30 in. tall.

\$1. each; 3 for \$2.50; 12 for \$10.

RIVIERA

(Plant Patent No. 378)

Big, full-bodied. Large, open, cupped blooms, 5 to 5½ in., with 45 to 50 petals. Coppery pink flushed with orange. Splotch of gold at base of petals. Ovoid, reddish-orange buds. Pleasing fragrance. Blooms till frost. Silver Medal Certificate, A.R.S. 1939. 30 in. tall.

\$1. each; 3 for \$2.50; 12 for \$10.

MATADOR

(Plant Patent No. 170)

The big buds on long stems open into large fragrant exhibition flowers of bright crimson with a soft velvety depth that blends nicely with other colors. Branching plants 24 to 30 in.

\$1. each; 3 for \$2.50; 12 for \$10.

World's Fair-est

The 12 Most Spectacular Roses at the N. Y. World's Fair;
some seen there before they were introduced

These were the Roses admired most in "Gardens on Parade"—they won highest rank in the popularity votes of more than 100,000 visitors there, and they are favorites of J. & P. customers from coast to coast. In your garden, as in theirs, they will be favorites for years to come. This is one of the finest collections of J. & P. Modern Roses you could possibly select—at a real saving, too.

Adoration, salmon-pink (p. 16)

Satan, glowing, velvety carmine (above)

McGredy's Salmon (p. 15)

Mme. Jean Gaujard, yellow and orange, carmine-pink on reverse (p. 19)

Pearl S. Buck, gold tinged apricot (p. 19)

Eternal Youth, clearest pink (p. 14)

Saturnia, cardinal-red touched salmon (p. 19)

Dicksons Red, scarlet-red (at left)

Countess Vandal, coppery pink (p. 15)

Hector Deane, crimson (p. 14)

McGredy's Sunset, saffron, orange-scarlet (p. 13)

White Briarcliff, lovely white (p. 13)

GROUP #155 All 12 Plants, 1 of each (value \$15.25) for only \$12.50

PARADE OF MODERN

Roses

These Eight Roses Described Below Are Shown in Color on Page 19 at Right

CRIMSON GLORY (Plant Patent No. 105)

Big, interesting, well-formed blooms of deep, vivid crimson, held proudly high. Its fascinating fragrance makes Crimson Glory an instant favorite. Winner of many medals and honors.

Fragrance...refreshing and abundant.

Buds...large, urn-shaped, developing into full, well-formed blooms.

Character...very prolific. Height 30 in.

\$1. each; 3 for \$2.50; 12 for \$10.

YELLOW GLORIA (Plant Patent No. 240)

Pure yellow gold borrowed from the gleam of brightly burnished metal. Clean and clear, like fresh-washed sunbeams after a summer shower. The large, fragrant flowers are among the first to bloom in the spring and they repeat continuously throughout the season. Retains its brilliant color even in hottest weather. 2½ ft.

Buds...pointed; opening to large double blooms.

Foliage...rich, verdant.

Fragrance...poignantly appealing.

\$1. each; 3 for \$2.50; 12 for \$10.

FLAMBEAU (Plant Patent No. 374)

Vivid, vibrant, glowing scarlet, resembling Etoile de Hollande. Developed by Dr. Nicolas. Tall, 3½-ft., full bushes; hardy, vigorous.

Buds...slender, high-pointed, carmine.

Blooms...open slowly; appealing petal formation; delightfully fragrant. Long stems.

Color...glowing scarlet; velvety sheen inside.

Foliage...dark green, leathery.

\$1. each; 3 for \$2.50; 12 for \$10.

SATURNIA (Plant Patent No. 349)

Glorious, with 20 flame-wrought petals, cardinal-red with salmon-yellow and copper on the reverse. The most effective of the bicolor Roses. Height, 24 in.

Fragrance...very pronounced, fascinating.

Plant...average height; fine cutting stems.

Foliage...shiny dark green.

Awarded...Gold Medal, Colle Oppio, Italy.

\$1. each; 3 for \$2.50; 12 for \$10.

MME. JEAN GAUJARD (Plant Patent No. 338)

An aristocrat, with long, shapely bud and exquisite blend of pastel colors. Delicate creamy yellow, gorgeous shades of orange and carmine-pink on reverse. Graceful form; long stems. Stands the sun—free blooming, fragrant.

Hardy...disease-resistant, sturdy. 3 ft. tall.

Awarded...Gold Medals; C.F.S.R., France, Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

RONSARD (Plant Patent No. 284)

Clearest of the bicolors—startling in its play of color. Early and very prolific. Golden buds with a superlative scarlet on inside—an amazing combination throughout life of blooms. Color holds well in sun.

Fragrant...extremely so.

Plant...bushy—18 to 24 in. tall. Large flowers, long-lasting. Unusually hardy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

HYBRID TEAS

PEARL S. BUCK (Plant Patent No. 423)

Named for the famed Pulitzer Prize Winner. Surpassing fragrance, firmness of color, fading only slightly with beautiful gradations of tone, hardness—these are the features that distinguish this much-acclaimed Rose. Excellent exhibition traits. About 2½ ft. high.

Buds...becomingly pointed, a glowing orange softening to a deep yellow tinged apricot. Pinkish edges.

Characteristics...high-centered flowers, about 4½ in. with stiff-textured petals.

Stems...long, fine for cutting.

Foliage...firm, clean, deep green.

Fragrance...rich, lovely, lingering.

Prolific...very generous, free-blooming.

\$1.50 each; 3 for \$3.75; 12 for \$15.

CHARLOTTE ARMSTRONG (Plant Patent No. 455)

Blood-red buds, magnificent flowers, spectrum-red in cooler months, cerise in summer heat. Long-stemmed; very prolific and continuous. An All-America Rose. Richly fragrant. 3 ft.

Characteristics...strong, vigorous, free-branching; disease-resistant foliage.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

SPECIAL GROUP #152

All the Modern Roses in color on page 19 at right, and described above.

8 Plants

1 of each

(Value \$9.50) ...

\$8.00

Universal Favorites

Dainty Bess is the finest single Rose; all the others produce fine double blooms

Ami Quinard Black-crimson buds. Maroon-red, semi-double flowers. 15 petals.

Briarcliff Extra large; perfect form; exquisite deep rose-pink, lighter on outer petals.

Caledonia Large; white; very double; long-lasting; slightly fragrant. Long stems. Hardy.

Condesa de Sastago Two-toned coppery pink inside, golden tint outside.

Christopher Stone Scarlet-crimson; Damask fragrance. Not troubled by heat.

Dainty Bess Large single flowers, flesh-pink inside with old-rose reverse. Delightfully frilled.

Dame Edith Helen Glowing pink; large and full; intensely fragrant. Continuous. Hardy.

Duquesa de Penaranda Copper-apricot in summer; cinnamon-peach in fall.

Editor McFarland Clear brilliant pink; perfect form; long-lasting when cut. Strong stems.

E. G. Hill Massive, deep maroon, velvety on inside; very fragrant. Blooms throughout season.

Edith Nellie Perkins Salmon-pink inside, rich copper-tinged rose outside; large blooms.

Elite Salmon-pink with yellow blend, long-pointed buds of deep coral. Long stemmed.

Etoile de Hollande Bright red; large; loose; semi-double; very fragrant.

Golden Dawn Sunflower-yellow turning lemon-yellow; fragrant. Profuse, continuous.

Glowing Carmine Large exhibition flowers; ovoid buds. Very strong-growing; abundant.

Hinrich Gaede Large; spectacular orange-yellow, flushed nasturtium-red. Long buds.

Joanna Hill Medium yellow. Long stems.

Kaiserin Auguste Viktoria Exotic pure white blooms for contrast in bouquet or garden.

Max Krause Large, perfect yellow buds open to gold.

McGredy's Ivory Delicate creamy white merging into yellow at base. Long, pointed bud.

McGredy's Yellow Large; bright, buttercup-yellow; dark red stems. Exquisite.

Mme. Joseph Perraud Long, nasturtium-orange buds, opening nasturtium-buff; fragrant.

Mme. Jules Bouche Medium-sized; white, slightly flushed pink in center; fragrant.

Mrs. Erskine Pembroke Thom Fine buds; perfect rich yellow flowers; delicate fragrance.

Mrs. Pierre S. du Pont Deep golden yellow, slightly lighter with age; semi-double.

Mrs. Sam McGredy Scarlet-copper-orange, flushed red on outside; fragrant. Very hardy.

Night Deepest black-crimson. Long-pointed buds; high-centered, fragrant.

Pink Dawn Well-formed; deep rose opening to lovely pink, tinted orange at base; fragrant.

Poinsettia Glowing fire-red. Long-pointed buds, perfectly formed. Vigorous.

President Herbert Hoover Maroon and orange, two-tone. Vigorous, upright; free blooming.

President Plumecocq Deep salmon overglow on coppery buff; large; fragrant. Continuous.

Prince Bernhard Unfading carmine-red. Long-pointed buds. Long stems. Dark foliage.

Radiance Cameo-pink; large; intensely fragrant. Blooms all season in all climates. Tall.

Red Radiance Very large; long-lasting; intensely fragrant; clear, even red. Tall.

Reveille Pointed buds, salmon-pink; medium-large flowers, 40 petals, light salmon-pink.

Rouge Mallerin Pointed red buds. Scarlet blooms.

Sœur Therese Long, pointed silvery yellow buds marked mauve-red, unfolding into daffodil-yellow; fragrant. Blooms freely.

Souv. de Claudius Pernet Unfading yellow. Blooms all summer.

Southport Brilliant, unshaded scarlet. Spectacular; sensational in bright sunshine.

Talisman Golden yellow and copper; long-lasting. Free blooming.

Temno Not black, but near—rich, deep, velvety maroon; strongly perfumed. Profuse.

Victoria Harrington Long, pointed bud and large rich red blooms with curving petal formation.

Willowmere Pink; shades to yellow at center; pink at edges. Blooms all season.

3 Plants of one variety . . \$2.15

Universal Favorites \$8.50

Any 12 Plants of your choice

Any 25 Plants of your choice . \$16.95

(more than one of a kind if wanted)



Crimson Glory

{at left}

(Plant Patent No. 105)

\$1. each;
3 for \$2.50

©
J. & P. CO.



Pearl S. Buck

{above} (Plant Patent No. 423)

\$1.50 each; 3 for \$3.75

Saturnia {below}

(Plant Patent No. 349)

\$1. each; 3 for \$2.50

©
J. & P. CO.

Yellow Gloria {below}

(Plant Patent No. 240)

\$1. each; 3 for \$2.50



Mme. Jean Gaujard

{below} (Plant Patent No. 338)

\$1.25 each; 3 for \$3.15

Charlotte Armstrong

{above} (Plant Patent No. 455)

\$1.25 each; 3 for \$3.15



{at right}

Ronsard

(Plant Patent No. 284)

\$1.25 each; 3 for \$3.15

© J. & P. CO.

Flambeau {below}

(Plant Patent No. 374) \$1. each; 3 for \$2.50

©
J. & P. CO.



©
J. & P. CO.



J. & P. MODERN Climbing Roses

ALL GUARANTEED HARDY

NEVER before could you enjoy such glorious Climbing Roses in your garden! From our fields this fall we will send you fine, large, full-bodied, 2-year-old plants of the superb *King Midas* and *Dr. J. H. Nicolas* described on inside front cover—also the new J. & P. 1943 introduction, *Torch*, and all these favorites.

Any garden is more colorful, more attractive, more complete with the addition of Modern Climbing Roses—especially our newer varieties which produce large, double blooms like the Hybrid Tea Roses; for porches, trellises, garages, fences, pillars, etc. On even a small city lot, you can enjoy their thrilling beauty and fragrance both in elaborate outdoor display and hundreds of bouquets.

Every year, more wise gardeners plant Climbing Roses in the fall—the roots start to grow much earlier next spring and you get taller growth the first season. J. & P. Modern Climbing Roses are easily protected through winter, guaranteed to live and bloom if our simple instructions are followed.

TORCH

(Propagation Rights Reserved)

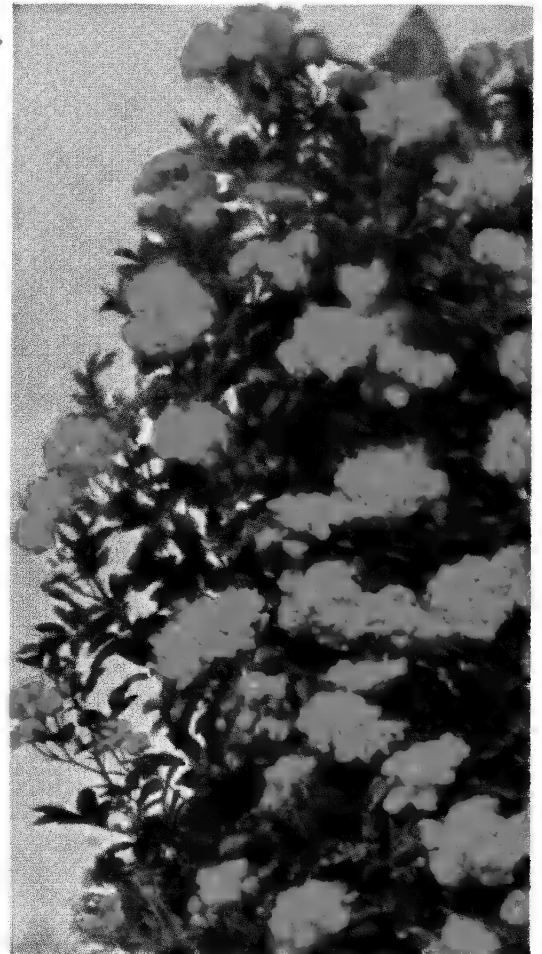
Like a vibrant splash of color from an artist's palette, Rambler Torch will flame gloriously in your garden in June. The vivid orange-scarlet tone is clear, clean and true like bright, warm sunshine falling on a crimson coral reef. The color continues soft as the flowers age. Torch blooms in prolific abundance. The large, graceful flowers come in such generous clusters they are literally countless. As enduringly hardy as it is radiantly lovely, Torch brings a keynote of gayety for a very long season; frequently re-blooming in the fall.

Blooms... conical heads; long-blooming. Most striking color of all Climbing Roses.

Foliage... dark green, abundant, not generally susceptible to disease.

Traits... a new Rambler that is a Pillar Rose, 8 to 10 ft. tall. Very hardy.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

Torch

BLAZE (Plant Patent No. 10)

Most Popular Everblooming Climbing Rose in America

A blazing scarlet that has steadily made its way in public favor until it is probably more widely used today than any other Climber. These are the gorgeous, brilliant, double, red Climbing Roses one sees all over America—but in the ever-blooming or repeating form, definitely fixed by use of only bloom wood in propagation. You knew the older June-blooming variety as Paul's Scarlet. Height, 8 ft.

Blooms... large, vivid, well-shaped, double, more glorious than the picture at right; hold their color well.

Use... train over an arch or pergola—use to cover a fence or garage—grow on a tall post or pillar—brighten a porch.

Prolific... Blaze gives a plentiful supply of vivid scarlet flowers over a long first blooming period and then continues to flower intermittently all season.

\$1. each; 3 for \$2.50; 12 for \$10.

PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this was the most admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters, during June, completely covering the foliage. Height, 10 ft.

75c each; 3 for \$1.90; 12 for \$7.50

JUNE MORN

(Plant Patent No. 375)

A spectacular, sturdy Climbing Rose, originated by Dr. J. H. Nicolas, which should have an important place in all gardens far and wide. June Morn's large 5-in. double flowers are a bright watermelon-pink touched with gold on the outside. Blooms in great profusion in many-flowered clusters in early summer and again throughout the season; older established plants could almost be called everblooming. Heavy, deep green foliage. It highlights gray or colorless places, creating a delightful atmosphere.

June Morn is an unusually hardy, vigorous grower that begins to throw sturdy climbing shoots the first summer, and will bloom generously the next June. Height, 8 ft. For northern areas here is a Pillar Rose with Hybrid-Tea-size flowers with repeating bloom and for southern areas a real hardy addition to the list of repeating Climbers.

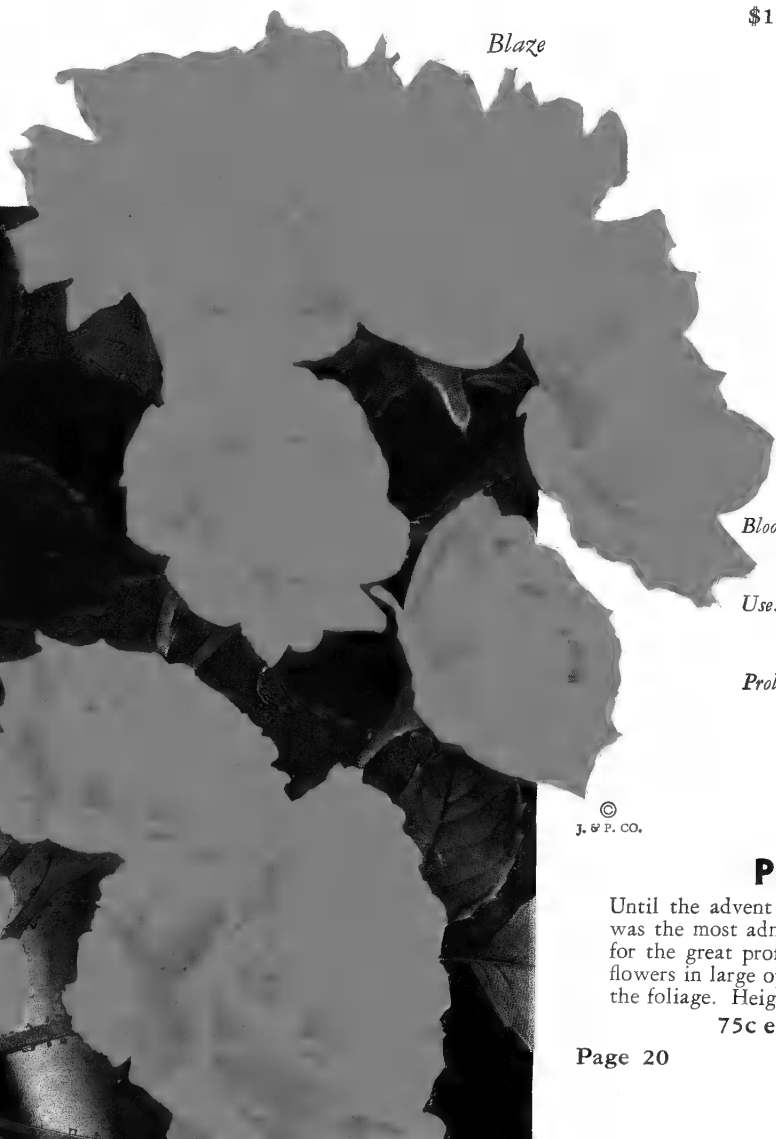
\$1.50 each; 3 for \$3.75; 12 for \$15.

GOLDEN CLIMBER

(Plant Patent No. 28)

The superb long buds, flecked with orange-scarlet, burst into handsome, rich golden yellow, Tea-like blooms. Long stems, few thorns; delicate fragrance. Hardy; needs to become established before blooming heavily. Height 10 to 12 ft.

\$1. each; 3 for \$2.50; 12 for \$10.



Blaze

© J. & P. CO.



New Dawn ©

NEW DAWN (Plant Patent No. 1)

The original Everblooming Climber, first of all flowers to receive a plant patent. The vigorous, everblooming strain of the most popular pink Climbing Rose in America! Produces almost continuously from early June until frosts. Wondrously glossy foliage. One of hardest known—grows 10 to 12 ft.

Blooms... hundreds of large, beautifully formed, apple-blossom-pink blooms appear in clusters. Delicate fragrance.

Stems... long and strong, ideal for cutting.

History... everblooming strain of the universally popular Dr. W. Van Fleet.

\$1.50 each; 3 for \$3.75; 12 for \$15.

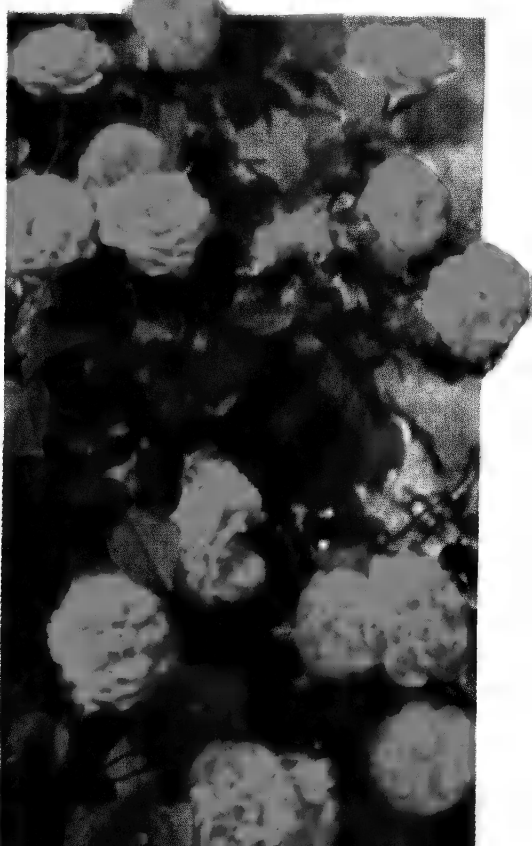
DR. W. VAN FLEET

Forbear of exquisite New Dawn shown above, for profuse bloom in June. Large, pink, fragrant clusters of double flowers on fine long stems—literally hundreds on a single plant, for countless bouquets and a wonderful garden display at the same time. Grows 12 to 15 ft.

75c each; 3 for \$1.90; 12 for \$7.50

© J. & P. CO.

Mercedes Gallard



MERCEDES GALLARD

A truly Everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in the cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage. Very satisfactory to plant with yellow or white Roses or in backgrounds.

Fragrance... one plant will perfume an entire garden or "outdoor living-room."

Bud... ovoid, rosy red.

Blooms... exquisite, fully double, 5 in. across. The plant is in full bloom all summer.

Plant... about 8 ft. high. Heavy foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.

CL. AMERICAN BEAUTY

Large buds and flowers of American Beauty crimson. Blooms very early and profusely—sweet scented. Height 15 ft.

\$1. each; 3 for \$2.50; 12 for \$10.

PRIMROSE

Very hardy Rambler. Glowing non-fading primrose-yellow. Long canes; blooms in large clusters. Moderately fragrant. Height 8 ft.

\$1. each; 3 for \$2.50; 12 for \$10.

SUMMER SNOW

(Plant Patent No. 400)

Fairest, Best White Climber—Everblooming

Myriads of pure white, loosely double, 2-in. flowers, set off with large golden stamens, in large clusters. A mountain of white almost completely covers the spreading plant all through June, with the lovely pure white blooms repeating all summer and fall. Restful and refreshing by day, it is even more delightful in the evening. The hardy, vigorous plant spreads rapidly and needs little care. An exquisite background of white to accent the color of Floribunda Roses and perennials. For a striking effect plant with Blaze; add a blue-flowering perennial or vine and you have the patriotic Red, White and Blue. Very few thorns.

Blooms... clear white, 2 in. across.

Everblooming... intermittent all summer; in June, profuse like mountains of snow.

Type... free-branching—spreads to cover a large surface. Very hardy, vigorous. Superb pillar. 8 to 10 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

CLIMBING WORLD'S FAIR

(Propagation Rights Reserved)

All the beauty and grace of the exquisite World's Fair Floribunda blooms (picture on page 7) in a hardy Everblooming Climbing Rose. Since we introduced Climbing World's Fair, we have never been able to grow enough plants to meet the demand; therefore you gain a double advantage by ordering and planting this fall. Height about 8 ft.

\$1.50 each; 3 for \$3.75



© J. & P. CO.

Summer Snow

DOUBLOONS (Plant Patent No. 152)

Doublons—the golden treasures of old pirate days, were buried deep on fabled islands far away. But Doublons—the golden beauties from nature's treasure chest—live—climb—bloom, and bring great happiness to everyone. The best all-purpose yellow Climbing Rose! Its flowers are magnificent. It blooms in profusion for a long time. It is hardy and vigorous.

History... a heritage of hardiness from our American wild Prairie Rose.

Blooms... large, golden, fairly double, in delightful clusters, literally covering the plant. Beautiful foliage of dark, velvety green.

Growth... vigorous, healthy; long, heavy canes. Grows 12 ft. in a season.

Fragrance... spicy, clean.

\$1. each; 3 for \$2.50; 12 for \$10.

Doublons

© J. & P. CO.





Catananche

© J. & P. CO.

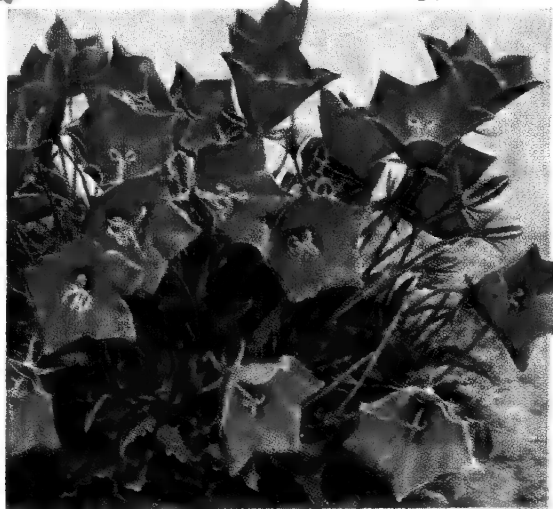


Astilbe, Fanal

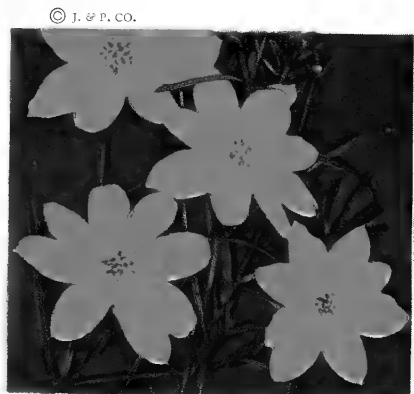
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MODERN *Perennials*

© J. & P. CO.

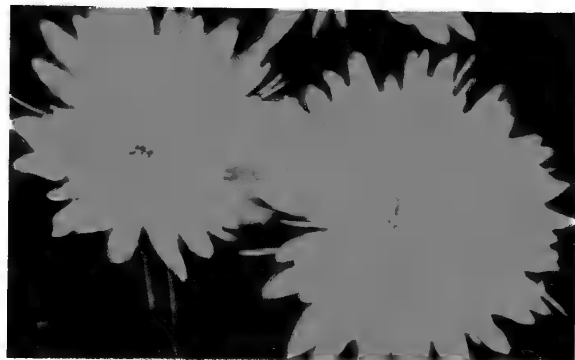


Campanula, Blue Carpet



*Coreopsis
Golden Shower*

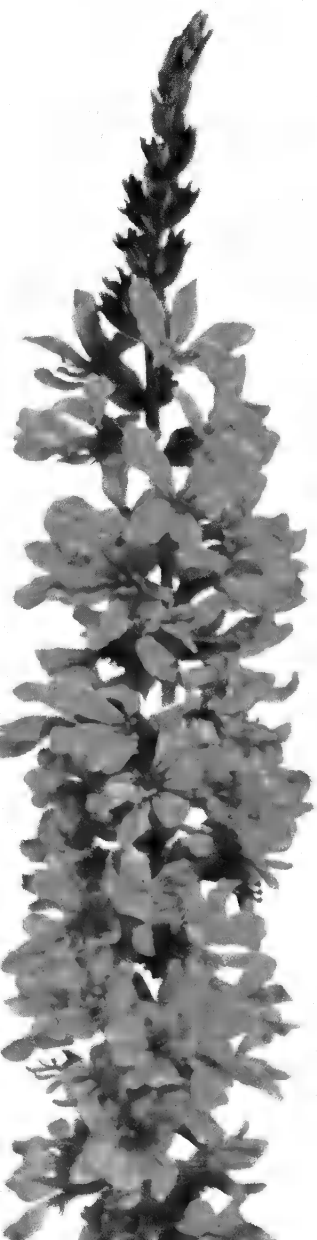
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© J. & P. CO.

*Chrysanthemum
Algonquin*

*Chrysanthemum
Burgundy*



*Lythrum
The
Beacon*

© J. & P. CO.



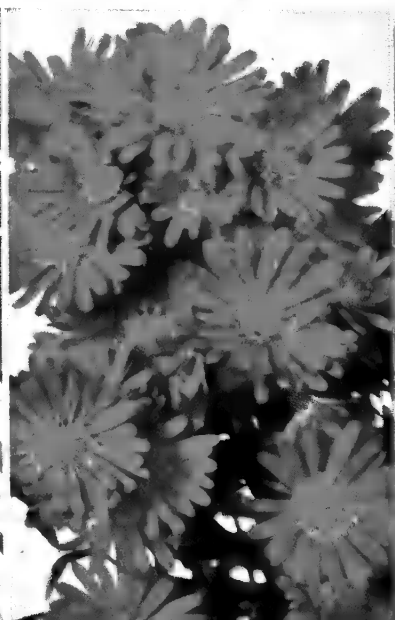
Chrysanthemum, Lavender Lady



Fall Asters: Blue Gown, Mount Everest and Beechwood Charm



© J. & P. CO.



These Are the Kinds to Plant This Fall

Below Are the Striking Perennials in Color on Page 22 at Left. We Present the Newer, Hardier and More Worthy Varieties.

CATANANCHE Coerulea Major

Giant Blue Cupid's Dart Bright, deep violet-blue, 2-in. flowers like double Cornflowers or Bachelor's Button. Silvery, slender, branching stems; silvery buds and seed hips. Slender, tufted, silvery foliage. 20 in. Profuse, July till frost. Award of Merit, R.H.S. 50c ea.; 3 for \$1.35; 12 for \$5.

COREOPSIS Golden Shower

Constant color from 1½-in., star-like, golden yellow flowers; bright green, disease-resistant, slender, graceful foliage. A bright spot of yellow, June to frost. Non-fading. 24 in. tall. New in 1942.

50c ea.; 3 for \$1.35; 12 for \$5.

LYTHRUM, The Beacon

Salicaria For small borders or large mass planting, thriving equally in wet semi-shade or open, dry sun. Long-lasting, clear deep carmine-red flowers on large spikes, followed with side spikes almost to the ground, continuously from July to frost. 3½ to 4 ft. Award of Merit.

50c ea.; 3 for \$1.35; 12 for \$5.

ASTILBE, Fanal

Fanal means "lighthouse," and these lovely plants will truly be beacons in your border plantings with their exquisite, feathery sprays of lively red. A 1942 introduction. Easy to grow, hardy; likes plenty of moisture. Blooms abundantly all through May and June. A unique color—rich, deep red that contrasts delightfully with the dark green of its prolific foliage. 15-in. flower-spikes tower well above the foliage, which grows to a height of about 10 in. Fine for cutting. Happy in either semi-shade or sun.

75c each; 3 for \$2.;
12 for \$7.50

CAMPANULA CARPATICA, Blue Carpet

For edgings, groups, and rock-gardens—furnishes a "carpet of blue" from spring to frost; likes sunny spots. Larger, light blue, bell-shaped flowers on 5- to 6-in. stems. Neatly compact. Plant stays sightly in center all season. New in 1942.

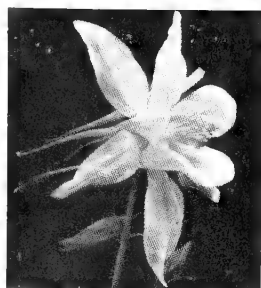
60c each; 3 for \$1.60;
12 for \$6.

LEADING horticulturists now advocate the planting of many Perennials in the fall, to gain the earlier bloom and superlative display that is the reward of robust, well-established plants whose roots have grown into the soil even before the frost leaves the ground.

Now is the ideal time to plan when you can observe where more color is needed, where obsolete plants should be replaced, where additional plots could be planted for your Victory Flower Garden.

Plant this fall and have more time for other garden duties next spring.

Complete, simple instructions will be sent with your plants, which we will forward at the proper time for setting out this fall; if followed we guarantee results and will replace next spring any you should be unsuccessful in wintering.



Aquilegia, Long. Hybrid

AQUILEGIA Columbine

Longissima Hybrids Wide range of colors. Long, dainty 3- to 4-in. spurs. Plant this fall for big early blooms and plenty of them, next May and June.

3 for \$1.10;
12 for \$4.

HEUCHERA · Coral Bells Pink Delight

24-in. sprays, each carrying a mass of old-rose flowers lightened by touch of white at base of each floret. Very free flowering during June and July. Excellent cut-flower.

50c each; 3 for \$1.35; 12 for \$5.

Queen of Hearts

Stunning, deep red; much larger bells than older varieties, fine in border or rock-garden. Also splendid in bouquets; keeps very well. Blooms from late spring into July. 18 in.

50c each; 3 for \$1.35; 12 for \$5.

STOKESIA · Lavender Queen

Mammoth form of old-fashioned Stokes Aster, 4-5 in. across. Double, silvery-blue, suffused lilac-blue at center. 18-25 in. tall. Vigorous, bushy, stands heat. Blooms freely all summer and fall. Very hardy.

50c each; 3 for \$1.35; 12 for \$5.

TRITOMAS

A new, perfectly hardy strain of Tritoma really perennial, blooming all season. Introduced by us. Does not winter-kill.

Apricot Pride Huge 8-in. yellow spikes overcast with intense apricot; never faded. 30-in. stems.

Golden Pride Deep golden-yellow—attractive always. One clump often has 15 to 20 8-in. spikes during season. 30 in. tall.

Orange Pride 8-in. spikes; rich overlay of bright orange. Ornamental. 30 in. tall.

Comet Reddest of these hardy Tritomas, truly a "comet." 8-in. spikes. Intriguing.

Any of above: 60c each;
3 of a kind, \$1.60; 12 of a kind for \$6.

TROLLIUS · Golden Queen

Sheer, lovely gold. Blooms in July. 30 in. Plant in semi-shaded, fairly-damp ground.

50c each; 3 for \$1.35; 12 for \$5.

VIOLA · Double Russian

Exquisite, double, old-fashioned Violet, sweet fragrance. Hardy anywhere. Produces abundance lovely flowers. Excellent for semi-shady places. Blooms May to Oct.

3 for \$1.10; 12 for \$4.

VINCA MINOR · Bowles

With repeating blooms of Alice-blue flowers, far superior to the old-fashioned *Vinca minor*. Foliage always clean. Most satisfactory of flowering ground-covers; excellent for banks, under trees or shady spots.

3 for 75c; 10 for \$2.; 100 for \$18.

HARDY GARDEN CHRYSANTHEMUMS

The Three Below Shown
on Page 22 at Left

ALGONQUIN

Radiant yellow, double 3-in. flowers borne freely from early Sept. on. Fine, clean foliage. 30 in. tall. Best of our early double yellows—a delight in garden or vase.

3 for \$1.10; 12 for \$4.

LAVENDER LADY

Rare and lovely coloring marks this beautifully-shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across—equally effective in daylight or under electric lights. Blooms from end of Sept. till frost. 24 in. Unrivaled.

50c each; 3 for \$1.35; 12 for \$5.

BURGUNDY

Glorious, rich Burgundy red, in a new, fragrant, double Hybrid Korean. Magnificent form, texture; strong growing. Equally striking in garden display, flower arrangements and bouquets. 3- to 4-in. blooms in early Oct. and till frost. Height 2½ ft.

50c each; 3 for \$1.35; 12 for \$5.

SEPTEMBER BRONZE

New—appealing golden bronzes shading to intense warm bronze. Shapely pompons, mid-September till frosts. Attractive all season.

60c each; 3 for \$1.60; 12 for \$6.

SEPTEMBER GOLD

Golden yellow, 25 or more double blossoms to a spray. Shapely, well-rounded plants. Mid-Sept. to season's end. 18 in. high. Prolific.

60c each; 3 for \$1.60; 12 for \$6.

SEPTEMBER CLOUD

Rounded double blossoms, purest white with primrose shading in center. Rounded compact plant completely covered mid-Sept. till frost. New this year—best white Pompon.

60c each; 3 for \$1.60; 12 for \$6.

SILVER MOON

New and unique—a double row of gleaming white petals with pale yellow central halo like soft moonbeams. Mild, sweet fragrance. 2½ ft. plants bloom from September on, equal to finest greenhouse variety, yet frost-resistant.

60c each; 3 for \$1.60; 12 for \$6.

AUTUMN LIGHTS

Coppery bronze with gleaming orange overcast. 2-in. flowers, profuse from late Sept. on. Sturdy, branching plants. Healthy, dark green foliage. 2 ft.

50c each; 3 for \$1.35; 12 for \$5.

POHATCONG

Double, deep pink flowers, 3 in. across. Dark green foliage. Vigorous. Blooms from early Sept. on. Prolific for cutting. 24 in.

3 for \$1.10; 12 for \$4.

MRS. PIERRE S. DUPONT III

Soft peach tinted rosy salmon and fawn, with luminous sheen. 3 in. fully double flowers. Tall, branching stems. Blooms in early Oct. Ideal for cutting. 2½ ft.

60c each; 3 for \$1.60; 12 for \$6.

EUGENE A. WANDER

Double golden-yellow flowers, 4½ to 5 in. Freely borne in branching clusters. Very hardy; also fine for pot culture. Blooms from middle of Sept. on.

60c each; 3 for \$1.60; 12 for \$6.

CHRYSANTHEMUM GROUP #158 11 plants, 1 of each of above (value \$5.85) . . \$5.

In Color at Left

Fall Asters

or

Michaelmas Daisies

BLUE GOWN

Novi-Belgi Delightful, dramatic china-blue flowers. Larger-flowered, taller-growing, Climax form. Strong, pyramidal branching, 4 to 4½ ft. Sept. 15 to frost.

60c each; 3 for \$1.60;
12 for \$6.

MOUNT EVEREST

Supreme white, set off by lively golden stamens. Tall, well-shaped pyramidal plants, flowering right down to ground. Ultimate height, 4 ft. Sept. 15 to frost.

3 for \$1.10; 12 for \$4.

BEECHWOOD CHARM

Novi-Belgi Deep rose-red. Compact growth; smaller-flowered, massed blooming. Medium height—attractive plants 3 to 3½ ft. Mid-Sept. to frost.

50c each; 3 for \$1.35;
12 for \$5.



Vinca minor, Bowles

J. & P. MODERN PERENNIALS NOT SHIPPED WEST OF DENVER

GIANT HYBRID DELPHINIUM

Really Perennial

100% Double—in True, Separate Colors

IDEAL in height and habit, these are the gorgeous new truly American Giant Northern Hybrid Delphiniums that have won such instant popularity—hybridized and developed in our own nurseries in the rigorous climate of northern New York to be truly hardy, disease-resistant, uniform in growth, really perennial.

This new race of Giant Hybrids with ALL-OUT-AT-ONCE, 100% DOUBLE florets and true separate colors produces superb masses of blooms on strong, wiry, wind-resistant spikes. The stiff stems are of just the right height and several fine spikes are produced per plant.

Every plant you receive has proved its performance in the glorious display of over 300,000 plants in bloom this summer. From them your plants to set out this fall will be selected. Simple, complete instructions for fall planting are sent with every order. Order liberally at these low prices!



Dauntless

Debutante

Desirable

Divine

Delightful

TO PLANT THIS FALL:

DAUNTLESS lavender

Compact spike. Blooms about two weeks later than Divine. Ideal border type, also excellent cut-flower variety. 4 ft. tall. 65c each; 3 for \$1.65; 12 for \$6.50.

DEBUTANTE white

Clear, sparkling white—very effective in a white garden or with other colors. Lovely by itself, too. Height, 4 ft. 65c each; 3 for \$1.65; 12 for \$6.50.

DESIRABLE deep violet

Distinctive violet-purple with white eye. Upright growth, well-balanced, wiry-stemmed spikes. The color holds. Height, 4½ ft. 65c each; 3 for \$1.65; 12 for \$6.50.

DIVINE rose-mauve

Lovely lavender warmed by faint rose cast. Very tall. 5 to 5½ ft. Wide-based pyramidal spikes. Vigorous. 65c each; 3 for \$1.65; 12 for \$6.50.

DELIGHTFUL deep blue

Gay and bright, definitely all blue—the deeper shades so hard to get and keep; and they last. 4 ft. tall. See color picture on inside back cover. 65c each; 3 for \$1.65; 12 for \$6.50.

ENCHANTMENT light blue

The true Delphinium light blue. Closely set, all-double florets with white eyes. 4-ft. spikes; side spikes follow for long period. 75c each; 3 for \$2.; 12 for \$7.50.

EXQUISITE lavender-blue

New this year—a breath-taking color in soft, mellow tones of lavender-blue. 4 to 6 large, compact, flower-spikes in June and July; again in fall. The closely-set florets are exceptionally large and hold all petals until last buds open. 4 to 5 ft. 75c each; 3 for \$2.; 12 for \$7.50.

Giant Delphinium Specials

All Seven Exquisite Colors Described Above:

GROUP #137	7 plants, 1 of each value (\$4.75) for only	\$3.75
GROUP #138	21 plants, 3 of each (value \$12.25) for only	\$10.

Cliveden Beauty Delphinium • Improved Belladonna

A wonder-worker, for a bit of heaven among your flowers and for cutting—lovely true Delphinium light blue. Excellent for cutting, supplying most effective airy sprays for flower arrangement. Grows up to 4 ft. tall. 3 for \$1.; 12 for \$3.50.

Velvet Blue Cave Delphinium

Rich purple-blue Delphinium of Belladonna type with gorgeous mildew-resistant dark green foliage and free-branching habit. Very free-blooming. 4 ft. tall. 3 for \$1.; 12 for \$3.50.

J.&P. FRUITS *for Your Victory Garden*

ALWAYS popular with American gardeners, the spirit of the times has added new interest to planting various fruit trees and vines in home gardens, and as ornamental features. The Victory Garden program fostered by the U. S. Department of Agriculture has stressed the advantages of growing these fruits which mean not only monetary savings to the gardener but also produce the most delicious tree-ripened fruits which cannot be bought at the markets.

Devoting more attention to gardening is a patriotic service to the nation, and we have selected the most satisfactory kinds of fruits for your Fall 1942 Victory Garden fruit plantings. In making these selections we have been guided not only by the merit of each variety as a worthy producer of a delicious, useful crop but also to have a graceful growth that will harmonize with the home grounds. Fall is the ideal time of year to plant.

GRAPES This delicious fruit has always been a favorite with gardeners for both large and small plots. These finest grade No. 1 plants will bear well every year; some bunches may be expected the year after planting. Fine for fences, pergolas, arbors, etc. You can choose red, white and blue varieties for patriotic arrangements in fruit bowls, etc

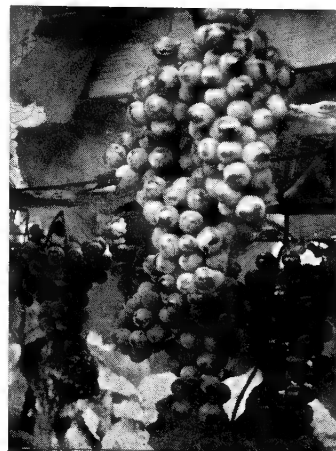
Fredonia One of largest, sweetest, finest. Rich blue-black, superb flavor. Outstanding for Grape-juice, jellies. 3 weeks earlier than Concord. 75c ea.; 3 for \$2.; 12 for \$7.50.

Niagara Most popular and finest white. Sweet, luscious, amber-white Grapes in mid-September. Hardy, vigorous grower. 50c each; 3 for \$1.35; 12 for \$5.

Concord Best-known, most generally grown. Large, sweet, juicy, blue-black Grapes in beautiful clusters, ripe in mid-Sept. 50c each; 3 for \$1.35; 12 for \$5.

Catawba The red Grape with the rich, spicy flavor. Long, large, broad clusters of purplish-red fruits; attractive, delicious. 50c each; 3 for \$1.35; 12 for \$5.

GROUP #159 4 plants, 1 of each \$1.85



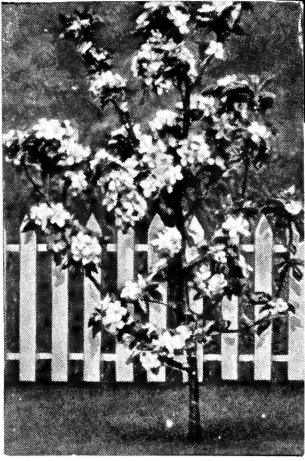
All J. & P. Fruits Trees, Vines and Plants—are guaranteed finest quality, true to name, and to live and bear, or we will replace prepaid and free of charge, the same as J. & P. Modern Roses (see page 3); this liability limited to the cost of stock purchased. All prices include expert packing; shipment is made by express with transportation charges collect.



**GAIN
A
SEASON**

Plant Fruit Trees this Fall

The J. & P. Sensation of 1942—Dwarfer Dwarf Apple Trees



This picture was taken the year after the tree was planted. J. & P. Dwarf Apple Trees are ornamental flowering trees in the spring; producers of luscious, colorful fruit in late summer and fall.

SEE the color picture from life on the back cover—a beautiful J. & P. Dwarf Apple Tree only 3 years old, generously bearing large, luscious, richly-colored Apples. You can have trees like this in your own yard! Plant this fall and get extra growth the first year; you may have Apples next fall—you surely will the following year.

These J. & P. Dwarf Apple Trees are grown from buds of our finest full-size American varieties grafted on a special rootstock, originated in England. The rootstock makes the miracle—the trees stay dwarf, growing only 5 to 6 ft. tall. Apples ripen 2 weeks earlier, and they start right in to bloom and bear the very next year. They bear bigger, more colorful fruit than the big trees do.

J. & P. Dwarf Apple Trees are both *dwarfer* and longer-lived than those heretofore known as dwarf; they will be lifetime companions.

Order now—again next spring, the demand will exceed the supply.

DWARF PEAR TREES

Like the Dwarf Apple Trees, these Dwarf Pear Trees may be used in the landscape planting or lawn, wherever you would use a flowering tree—decorative in shape, beautiful both in bloom and in fruit. They bear full-size top quality fruit and grow less than half as tall as standard-size trees, producing a splendid crop even the second year after planting. 2-year, finest quality 3- to 4-ft. nursery-grown trees:

Bartlett Luscious, yellow fruit with beautiful red blush. Excellent quality. Most popular. Ripens in Sept. (or late Aug.)

Sheldon Large, nearly round, yellow fruit, slightly tinted green; attractive red blush. Brisk, tasty flavor, ripe in Oct.

Seckel Sweet, juicy, full-flavored. The Pears are smaller but very abundant; yellowish russet color with red cheek. Good to eat, pickle and preserve.

Clapp's Favorite Extra hardy, early; especially tasty flavor. Clear yellow, red blush. Ripens in Aug. Lives up to its name.

Any of the above: \$2. each; any 3 for \$5.



Bartlett Pears

PEACHES

The Peach Tree is another of the most desirable of fruits that has a pleasing shape and graceful growth, at home in a corner of the garden, lawn, almost any spot in the home grounds, as well as in the orchard. Until you can pick your own Peaches, soft, juicy and "dead-ripe," then eat them the same day, you will never know what real Peach flavor is!

Golden Jubilee Ripens in Aug. Sweet, golden yellow flesh, best of the early yellows. Yellow skin flushed with red. Free-stone; distinct, long shape. Hardy, fertile.

Elberta Ripens around mid-Sept. Large, solid; free-stone. Flavorful yellow flesh, canning favorite.

Hale Haven Free-stone, bearing Sept. 1. Large roundish fruit, flesh and skin yellow, blushed red. Sweet flavor. Heavy producer; bears young.

Belle of Georgia A beautiful white-fleshed free-stone; yellow skin with red blush. Ripens around Sept. 1. Vigorous, productive. Very sweet, juicy, flavorful.

Large, 1-yr., 4- to 5-ft. trees, any of above varieties, \$1. each; any 3 for \$2.50.

SOUR CHERRIES

Cherry pie or Cherry tarts are at their tastiest made with large, full-bodied, super-ripened Cherries from your own trees.

Montmorency For home garden and canning. These large, luscious Cherries are firm-fleshed and of fresh, tart flavor—real "cherry-pie" tang.

Early Richmond Bright red Cherries with juicy flesh, delicious flavor. Earliest of the sour Cherries. A delightful eating Cherry when real ripe, for those who like a tangy, tart flavor, and one of the best for pies and canning. Pick in June.

2-yr.-old, 5- to 7-ft. trees, either of above varieties, \$1.50 each; any 3 for \$3.75.

Six Favorite Varieties of J. & P. Dwarf Apple Trees:

Yellow Transparent
Finest Early Summer
Wealthy
Ripens in mid-August
Red Delicious

Early McIntosh
Ripens in August
McIntosh Red
Ripe in late Sept.
Cox's Orange

\$2. each
Any 3 for \$5.

Fruit Tree prices include safe, expert packing, guaranteed to reach you in good condition; sent express charges collect.



All 3 to 4-ft. 2-year-old nursery-grown trees.

Large, luscious Apples, from extremely dwarf trees

HARDY PLUMS

One tree will yield up to 50 gallons of fine-flavored fruits; a lovely sight in full bloom, also when laden with Plums. Shapely ornamental growth. Delicious to eat, most desirable for jelly, Plum butter, preserves. 2-yr.-old, 5- to 6-ft., extra-heavy, well-rooted Trees.

Stanley Prune Never winter-kills, often bears within 3 years from planting. Ripens 10 days earlier than others. Tender, firm, juicy, sweet bluish-purple fruit of large size.

Lombard Ripens late in Aug. A beautiful violet-red fruit of excellent texture. Hardy, prolific.

Burbank Vigorous, heavy-bearing. The large, rich-flavored fruit is of excellent quality with very small pits. Ripens in Sept. and early Oct.

Any of above: \$1.50 each; any 3 for \$3.75.

SWEET CHERRIES

Beautiful in full bloom. Cherry trees in any planting are ornamental, and a tremendous source of satisfaction in the generous crops of tasty fruit for eating and canning.

Black Tartarian Large, heart-shaped. Vigorous, upright tree. Heavy crop ripens in June. Luscious and sugary. Best for eating.

Napoleon Really choice, one of the tastiest. Yellow and amber, with red blush. Firm, juicy, very sweet. A quick, heavy producer. These big colorful Cherries are a special treat for table use and equally good for canning.

Windsor A hardy, prolific bearer. Very large, dark red fruit, almost black. Solid, meaty flesh of alluring taste. Ripens late in July. Unsurpassed for eating out of hand as well as for canning.

2-year-old, 5- to 7-ft. trees, \$2. each; any 3 for \$5.



Black Tartarian Sweet Cherries

RASPBERRIES

Strong 2-year, field-grown stock that will give you an abundance of taste-tempting berries beginning the very next year after planting. You'll enjoy them most when you grow them in your own garden. To eat out of hand, for the table, for jellies, jams, preserves.

Indian Summer New Everbearing Red First crop in June; second crop starts in Sept., continuing till stopped by freezing. Vigorous, hardy. Heavy crops of large flavorful berries. Glossy red color. Unusual keeping quality. Finest and most delicious everbearing red Raspberries—wonderful for your garden. 6 plants for \$1.50; 12 for \$2.50.

Latham Red Enormous crops of round, firm-textured berries from late June until the middle of July. Rich, brilliant red; delicious fresh or canned. Beautifully rounded berries that keep unusually well. 6 plants for \$1.25; 12 for \$2.25.

Cumberland Black Vigorous, healthy plants that produce splendid crops of large remarkably firm berries, sometimes 7/8 in. in diameter. Largest of the Blacks, prolific, wonderfully flavored. 6 plants for \$1.; 12 for \$1.75.

MODERN PERENNIALS *to Plant this Fall*

Gain a Season in Your Garden

ON THESE two pages and pages 22, 23 and 24 are those varieties that do best when planted in the fall, or may be planted advantageously in the fall, when it is easier to plan the most effective combinations of plant habit, height, color, succession of bloom. Your plants will be well established for quick growth and early bloom in 1943. All field-grown plants. Guaranteed to live and bloom. Directions for planting and preparation for winter included with every order.

*All Modern Perennials Are Sent Prepaid;
we do not ship Perennials west of Denver*

Modern Perennial Specials

To Save You Time and Money

FALL ASTERS

The colorful red, white and blue varieties shown on page 22, Beechwood Charm, Mt. Everest and Blue Gown, together with the deeper red Beechwood Rival and the semi-double, deep purple, "Petunia."

Group #47 5 Plants, 1 of each (value \$2.50) only. **\$2.**

GARDEN CHRYSANTHEMUMS

Group #158 11 Plants, 1 of each (value \$5.85, see p. 23) only. **\$5.**

J. & P. GIANT DELPHINIUMS

Group #137 7 Plants, 1 of each (value \$4.75, see p. 24) ... **\$3.75**

J. & P. HARDY PHLOX

Group #140 6 Plants, 1 of each of the newer varieties described at right (value \$3.25) **\$2.75**

Group #141 18 Plants, 3 of each (value \$9.75) **\$7.50**

J. & P. NEW HARDY TRITOMAS

Group #156 4 Plants, 1 of each—Apricot Pride, Golden Pride, Orange Pride, and Comet (value \$2.40, see p. 23) **\$2.**


J. & P. NEW PERENNIALS

Ten Outstanding Newer Introductions That Will Enhance the Beauty of Any Garden.


Astilbe Fanal, Campanula Blue Carpet, Catananche, Coreopsis Golden Shower, Lythrum The Beacon (in color on page 22); Rudbeckia The King, Geum Red Wings, Pyrethrum Pink Bouquet, Violet Royal Robe and Verbascum Pink Domino (in color at right).

Group #157 10 Plants, 1 of each (value \$5.85) only. **\$4.85**

Group #160 30 Plants, 3 of each only **\$14.25**



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CHRISTMAS GIFTS Back Cover

HARDY PHLOX

Clumps of three or more make an attractive group in a border, and in masses they produce radiant summer color that is unexcelled. The graceful ease with which they beautify every part of the border or garden makes these lovely varieties invaluable to every flower lover. These six new introductions, the first two of which are shown in natural color at right, are particularly recommended for the greater glory of their immense florets and great mounds of color year after year. To complete the color-range we also list the best of the older varieties.

PROGRESS

This heavenly new color you'll surely want. A handsome light blue always, though it may vary in tone according to type of soil and location—particularly effective where cooler, damp nights prevail. Extremely large flower-heads and 1½- to 2-in. florets; eyes are deeper purple-blue, further enhancing the beauty of Progress. Closely set, long, narrow dark green foliage. 2½ ft.

75c each; 3 for \$2.; 12 for \$7.50

APPLE BLOSSOM

Soft, restful apple-blossom-pink that blends beautifully; 2- to 2½-in. florets. Pyramidal flower-head; side spikes follow freely. Very firm, disease-resistant foliage. 2½ to 3 ft.

50c each; 3 for \$1.35; 12 for \$5.

HARVEST FIRE

Mammoth bright salmon-orange heads, branching from bottom; large florets, 1½ to 2 in. Clean, healthy foliage. Prolific bloomer. 30 in.

50c each; 3 for \$1.35; 12 for \$5.

BLUE BOY

The best deep blue Phlox, marvelous at dusk. Free bloomer; big individual florets, 1½ to 2 in. Large flower-heads. Growth low, bushy; about 24 in.

50c each; 3 for \$1.35; 12 for \$5.

SALMON BEAUTY

Rich salmon-pink with contrasting large white eye. Brings a new, soft and effective tone to your garden. Lovely large florets, 1½ to 2 in. Reaches 30 in.

50c each; 3 for \$1.35; 12 for \$5.

MIKADO

Deep violet, 1½- to 2-in. florets with large, distinctive white eye. Excellent foliage. 18 to 24 in.; outstanding among foreground or border plants. One of the most striking colors in the Phlox family.

50c each; 3 for \$1.35; 12 for \$5.

FAVORITE OLDER VARIETIES OF HARDY PHLOX

Albert Leo Schlageter Brilliant scarlet-red.
B. Compte French purple.
Count Zeppelin White; red eye.
Daily Sketch Light salmon-pink; crimson eye.
George Stipp Salmon.
Mrs. Harding Glowing Salmon.
Painted Lady Peach-pink, with deeper eye.
Snowcap White.
Tigress Orange-scarlet.

ANY OF ABOVE: 3 for 75c; 6 for \$1.35; 25 for \$4.45

Perennials Below Are All Shown on Page 27 at Right

RUDBECKIA—The King

Regally it bears its large deep crimson-red flowers. From half-open flower to orange-brown seed-cone, it is always attractive, both in the garden and the house. The petals never fold back; the stems remain majestically stiff. 3 ft. high. Graceful, long-lasting both in the garden and in bouquets, for which the King is ideal.

60c each; 3 for \$1.60; 12 for \$6.

GEUM, Red Wings

A new and brighter J. & P. Geum—vivid strawberry-red, with yellow anthers. Semi-double, 2-in. flowers 24 in. high, in great profusion May and June; intermittent all summer. The foliage, 6 to 8 in. high, is a real decoration all season. Far too few know the pleasure of Geums, and especially Red Wings, except as friends of those who have them admire and ask the name, then order for themselves. Do not wait longer—order now and learn for yourself.

50c each; 3 for \$1.35; 12 for \$5.

VERBASCUM, Pink Domino

A lovely rose-pink, delightfully refined form of the yellow mullein which flourishes so ruggedly along the roadsides. The upright picturesque branching flower spikes reach 4 ft. in height. One of the most effective pink background plantings in late August and September—a consistent show of color.

60c each; 3 for \$1.60; 12 for \$6.

VIOLET, Royal Robe

Extra-large flowers of deep, rich color. Real violet fragrance. Unusually long stems; sturdy foliage. Blooms freely. Plant liberally for a gorgeous bed next spring. In winter protect with leaves or straw. A new and very prolific variety we have been pleased to include in our 1942 introductions, completely satisfying in every way.

65c each; 3 for \$1.65; 12 for \$6.50

PYRETHRUM, Pink Bouquet

A pert double Painted Daisy, with five to eight 4-in. blooms on a single stem. A new and sensationally successful introduction of our own nurseries. The outer petals are a deep rosy pink while the interesting centers have white masses of shorter petals. Unlike most Pyrethrums, the petals stand straight out and the stems upright in all weather, very clean-cut. Blooms come in May and last through June. Fine 30-in. stems. (So you may enjoy Pink Bouquet at its best next summer, and to overcome the usual difficulties of transplanting, we are potting selected plants now and we guarantee these plants to live and bloom; we do not offer Pyrethrum for fall planting except in pots.) Here is one of the finest of all early summer flowers, and one which no gardener is ever willing to do without, after once enjoying its garden display and seeing the lovely blooms in bouquets.

65c each; 3 for \$1.65; 12 for \$6.50

Additional Order Blanks and Envelopes Mailed on Request

Jackson & Perkins Co.

1 Rose Lane

Newark, New York State



*Phlox
Progress*



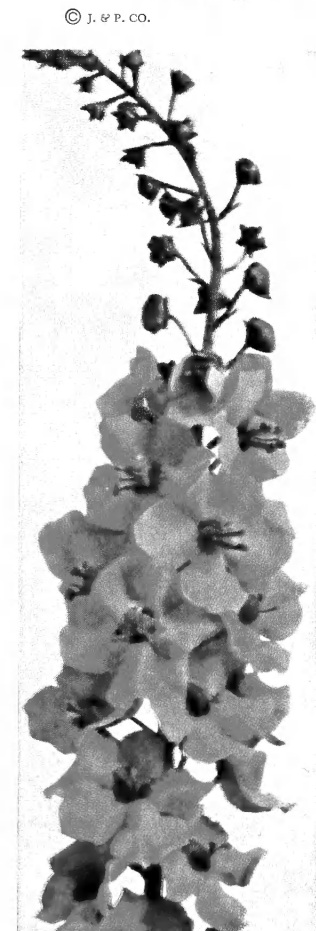
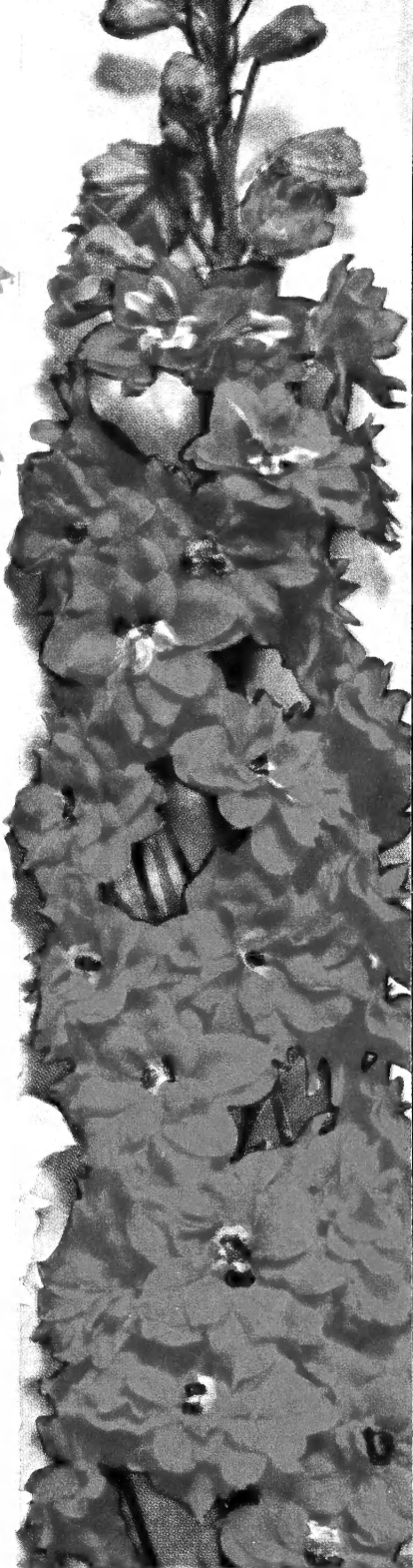
*Rudbeckia
The King*

*Phlox
Apple
Blossom*

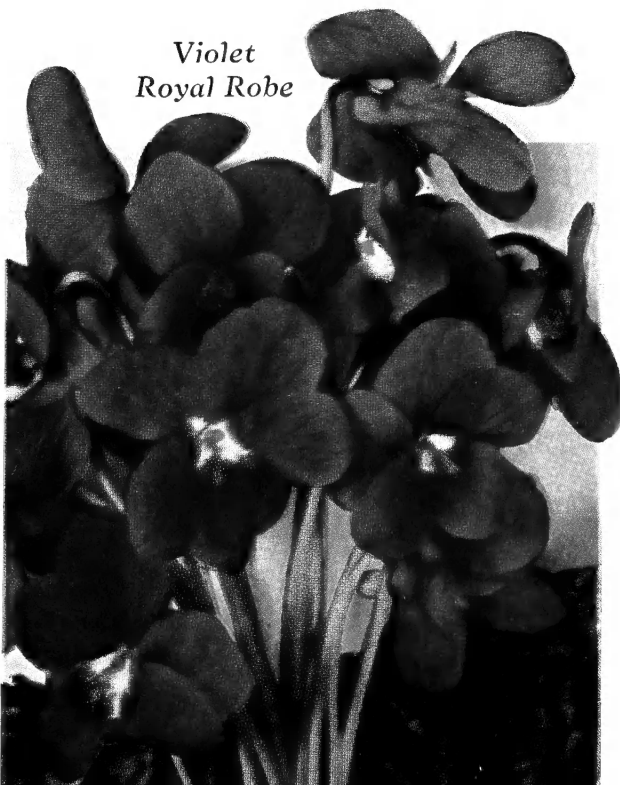
*J. & P. Giant Delphinium
Delightful*

*(for this and other colors
in northern-bred, truly
perennial Delphinium,
see page 24)*

Geum, Red Wings



*Verbascum
Pink Domino*



*Violet
Royal Robe*

*Pyrethrum
Pink
Bouquet*



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The Christmas Gift Supreme!

J.&P. MODERN ROSE GIFT-CERTIFICATE

in this shimmering, crystal-clear

Plastic "Showcase"

*The Plants Are Mailed Postpaid
at Proper Spring Planting-Time*

The gift that endures! Everblooming J. & P. Modern Rose plants are ideal for Christmas giving. Year after year, all through the summer and fall, every day your friends will continue to enjoy your gift as the Roses bloom—more and more they'll appreciate your thoughtfulness in choosing this way to remember them at Christmastime. With every gift order of \$1.50 or more we supply **free** this exquisite, crystal-clear plastic Gift Box with perfect hand-made Rose, almost as lovely as a real J. & P. bloom; and a Christmas Greeting Card that opens up as a Gift Certificate, on which your friend's name, the names of the plants to be sent (without the prices) and your own name as sender will be inscribed.

On December 15, we will mail these festive packages to the names and addresses you supply on your Christmas Gift order blank; or if you prefer, Boxes and Certificates may be sent to you for presentation, each in its own mailing container.

The unique plastic box, for which we make **no extra charge**, is specially designed and is a gift in itself. . . 6 $\frac{5}{8}$ in. x 3 $\frac{5}{8}$ in. x 3 $\frac{1}{2}$ in. It creates a fine impression and your friends will want to keep it for many uses that will occur to them. So for a merrier way to say "Merry Christmas" this year—give to several names on your Christmas list in this unique way.

*Please Use Special Christmas Gift Order Blank Enclosed:
Additional Gift Blanks Will Be Sent Gladly, on Request.*

For your convenience, we have selected several groups of favorite Roses and other plants. All are ideal, whether your friends now have a hundred Rose plants or none at all. **Or you may make up your own selection**—choose any Groups, any Rose, Perennial, Apple, or other plants in this book; each gift to be \$1.50 or more.

If you prefer, simply indicate the amounts you wish to give and your friends may select from the Jackson & Perkins 1943 Catalog we shall send to them.

This Gift is ideal for other occasions, too. Special cards can be supplied for birthdays, anniversaries, "thank you's," etc.



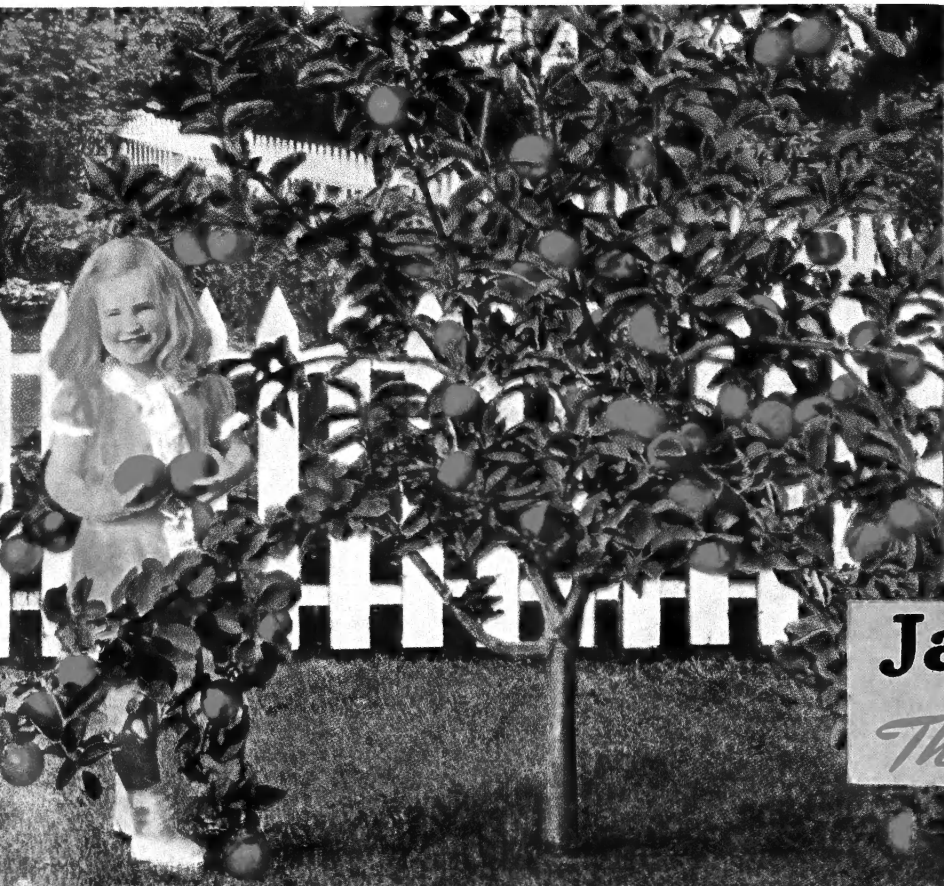
Special Groups for Christmas Giving

- X-10 —1 Plant Dr. J. H. Nicolas, Everblooming Climbing Rose (see p. 2)\$1.50
 - X-11 —1 Plant, Mary Margaret McBride, the 1943 All-America Hybrid Tea Rose (see p. 10)\$1.50
 - X-12 —2 Plants, Pinocchio, the Floribunda Sensation for 1943 (see front cover)\$2.50
 - X-13 —3 Plants, Floribunda Roses—Cheer, World's Fair, Carillon (see pp. 7, 8)\$3.00
 - X-14 —3 Plants, Modern Climbing Roses—King Midas, Dr. J. H. Nicolas, Torch (see pp. 2, 20)\$3.75
 - X-15 —3 Plants, 1943 Hybrid Teas—Sonata, Mandalay, Mary Margaret McBride\$4.25
 - X-16 —4 Plants, leading Hybrid Teas—Adoration, Neige Parfum, Pan America, McGredy's Salmon\$5.00
 - X-17 —6 Plants, Hybrid Teas—Dicksons Red, Eclipse, Countess Vandal, Hector Deane, Gloaming, White Briarcliff\$6.00
 - For other than Roses, we suggest:*
 - X-18 —4 Buddleia (Butterfly Bushes): White Bouquet, Royal Red, Ile de France (Claret-purple), Charming (Pink)\$2.00
 - X-137—7 Plants, J. & P. Giant Delphinium (Group No. 137, see p. 24)\$3.75
- (or select any plants in this Catalog so long as each gift is \$1.50 or more)*

New J.&P. Extremely Dwarf Apple Trees

FALL is the Ideal Time to Plant!

Order now—again next spring there will not be enough of these Dwarf Apple Trees to go round. Plant this fall and get extra growth the first year; use two or more, not just one, unless there are other Apple trees nearby for pollination.



Have Large, Luscious Apples in Your Yard in Just One Year!

The new J. & P. *dwarfer* Dwarf Apple Tree which bears better, earlier fruit on long-lived trees that *stay* dwarf. Now you can plant Apple Trees in even the smallest garden plot, without crowding out roses, perennials and other flowers and vegetables. Have beautiful, fragrant flowering trees in spring; luscious, colorful Apples in summer and fall. By the time the trees are four years old, they are in full bearing; we have found trees with over 500 blossoms the year after planting and bearing over 20 lbs. of Apples. J. & P. Dwarf Apple Trees bear bigger, more colorful fruit than the large trees do. Plant them along a fence, in borders, among shrubs, in a pair by a gate, etc.

For a more complete description of Dwarf Apple Trees, and other fruits for your Victory Garden, see page 25.

6 varieties: \$2. each; any 3 for \$5.

4-ft., 2-year-old, nursery-grown trees

**Red Delicious
McIntosh Red**

**Yellow Transparent
Early McIntosh**

**Wealthy
Cox's Orange**

Fruit tree prices include safe, expert packing, guaranteed to reach you in good condition. Dwarf Apple Trees are sent Express charges collect.

Jackson & Perkins Co.

NEWARK NEW YORK STATE

The Rose Capital of America

*The little girl is three; this tree
was planted the year she was born*